

## Case Study: Optimizing Natural Search Placement for Profitability

A leading small business lender, and Apogee client, provides loans to restaurant owners who need capital. The client places short term, working capital loans for small to medium-sized merchants. They fill the void between traditional bank financing and less attractive avenues of financing, such as taking on partners.

### Challenge

The client was already working with Apogee on a successful paid search marketing campaign. After experiencing success from pay-per-click search, they wanted to see if they could drive additional volume from natural search. However, the client understood that loan industry keywords are highly competitive. Furthermore, they would not be able to optimize an unlimited number of keywords as was possible in their pay-per-click campaign. Facing these challenges, the client looked again to Apogee Search for guidance in building and managing a successful Search Engine Optimization (SEO) campaign that would replicate the success of their pay-per-click campaigns.

### Solution

Apogee's first task was to select the keywords that would provide both high volumes of traffic and high conversion rates. To achieve this, the Apogee natural search team analyzed which keywords from their pay-per-click campaign had the highest conversion rates and compared these keywords to search traffic volume estimates. This allowed Apogee to not only select the keywords that would drive the most traffic, but also to ensure that the traffic would convert to leads.

Once the most effective keywords were selected, the natural search team consulted with the client on modifications to website copy, HTML code, and site structure that would lead to high rankings. More importantly, Apogee launched an extensive, ongoing link building campaign, which included monthly quotas of link submissions from third-party websites. This was essential because third-party links are the primary factor in determining a site's natural search ranking on Google.

### Results

Prior to working with Apogee on SEO, the client did not appear anywhere in the first 500 natural search listings on Google. After six months of working with Apogee to improve natural search rankings, the client succeeded in getting their most valuable keywords ranked in the top ten natural Google results. Furthermore, the natural search campaign increased overall search marketing leads by 49% beyond what they were getting from pay-per-click alone.

#### About Apogee Search:

Apogee Search is an online marketing agency based in Austin, Texas that develops and manages customized search marketing programs. Providing services to support both PPC and Natural Search campaigns, Apogee Search uses proven techniques, powerful analytics tools, and a deep expertise in statistical evaluation to generate measurable results at every stage of the search marketing process.

1.800.943.3041

[www.apogee-search.com](http://www.apogee-search.com)  
[info@apogee-search.com](mailto:info@apogee-search.com)