

**Project Overview**

**Client Description**

Client is a domestic leader in the specialty transportation industry that came to us on the eve of their 50th anniversary in business. Before SepcoCorp, the Company's advertising consisted of nationwide yellow page ads. The firm has maintained an online presence since 1999, but the existing site was poorly designed and programmed, clunky to navigate and did not convert visitors efficiently. As a result of these issues, the existing site had very poor visibility online and was not a significant source of sales.

**Objectives**

To significantly increase the firm's online visibility within the major search engines in order to grow sales while capturing substantially more market share within their vertical. Our primary objective was to grow sales within the online channel through a combination of organic search positioning, paid search, paid inclusion programs and strategic marketing partnerships with select online businesses.

**Strategy**

The first step in our strategy was to design, program and deliver a new, best in category, consumer friendly Web site that would attract and convert visitors intuitively and effectively. The new site was designed to inform the user, anticipating and answering questions the user would have regarding the clients' service offerings while gently 'funneling' the user to performing the action desired—making a reservation or initiating contact with the client either through the use of an emailed contact form or a phone call.

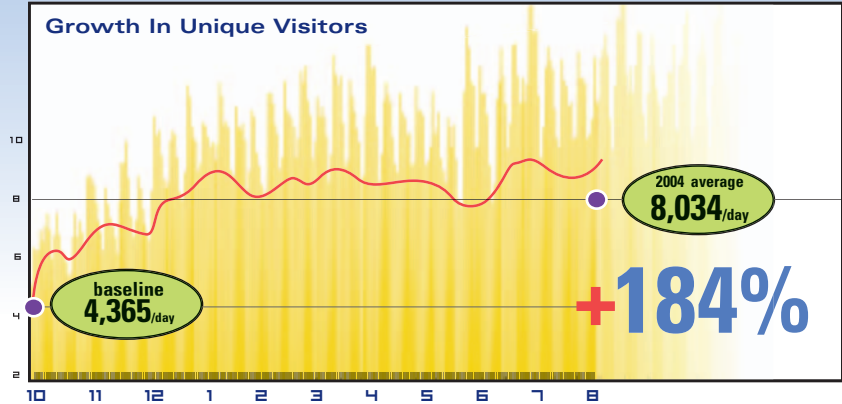
Visibility within the major search engines became the primary focus once the new site was completed and live. The site was built with SepcoCorp's proprietary search friendly design processes in order to maximize the site's visibility for the keywords and phrases relevant to the business offerings of the client. Once the new site was completed, our attention turned to paid search campaign management, organic optimization, link building and other off the page techniques that helped maximize the clients' visibility online.

**Assets Utilized**

Organic Search Optimization, Paid Search Campaigns (PPC), Paid Inclusion, Manual Inbound Link Building & Select Online Marketing Partnerships.

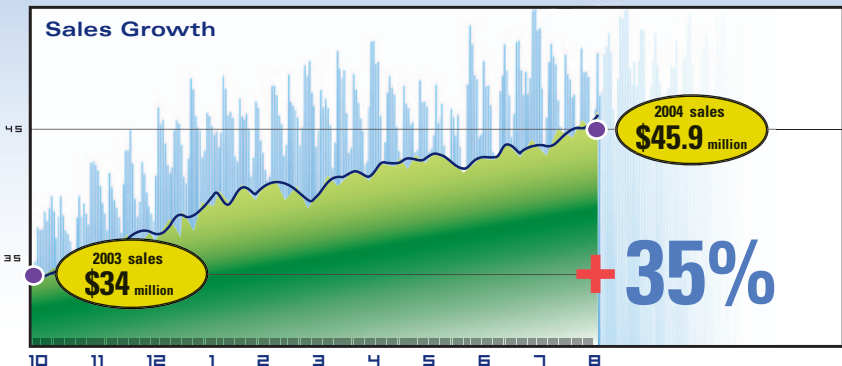
**Growth In Unique Visitors**

During the one year term of our engagement with the client, SepcoCorp successfully increased the number of unique visitors to the clients' site by 184%. Based upon the baseline numbers provided by the client, the existing site received 4,365 unique visitors per day (1,593,225 total). Once SepcoCorp was engaged, this number rapidly climbed to over 6,000 unique visitors per day within the first 45 days of engagement and averaged 8,034 unique visitors per day (2,932,410 unique visitors total) over the entire term.



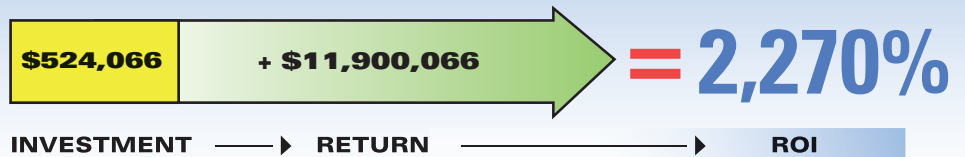
**Growth In Sales**

2003 Sales for the client were \$34 million. Sales will readily exceed \$46 million for 2004. SepcoCorp directly attributed to the \$11.9 million dollar increase in sales during the term of our engagement with the client, representing overall sales growth of 35%. For a very established client with 50 years of experience in its business, this represents a very significant sales increase.



**Return On Investment**

Total client investment in this project totaled \$524,066, including all SepcoCorp retainer fees and the paid search budget allocated for the project. Return on investment for this client is in excess of 2,270%.



**Result: SepcoCorp returned over 22 dollars in sales for every dollar invested.**

To discuss what SepcoCorp can do for your organization, contact Brock Marion, President of SepcoCorp @ **972-293-4400 x1** or email: [brock@sepocorp.com](mailto:brock@sepocorp.com)