

## Search Engine Marketing Case Study: ProSchools.com

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### Overview

ProSchools offers top quality career training to adults acquiring or maintaining accreditation or licensing in real estate, insurance, mortgage lending and closely related professions. Recently re-designed, the Web site needed to attract potential students and generate enrollment. Amplify Interactive engaged with ProSchools in 2006 to improve online visibility and search engine results through SEO including link development, and pay-per-click (PPC) search marketing.

### Objective

- Generate targeted search engine traffic & leads through SEO & PPC
  - Metrics: Search engine referrals & keyword rankings, search visitor leads (conversions)

### Challenges

- Very strong nationwide & local regional competition across SEO, links and PPC
- Targeting many regions & categories creates site architecture & SEO challenges
- Non-existent lead capture mechanisms
- Very strong Oregon presence & reputation, starting from virtual scratch in others

### Strategy

#### Search Engine Optimization & Link Development

- Content, architecture and page optimization with a focus on regional targeting
- Leverage competitors' links to identify & target link opportunities
  - Generate links within each ProSchools niche - geographic region & discipline

#### Pay Per Click Search Engine Marketing

- Develop campaign-specific PPC landing pages to capture leads
- Employ a strict regional targeting approach to reach (and pay for clicks from) only those searchers within specific geographic regions

## Results

Since the optimized Web site launched, Amplify Interactive has been able to generate impressive results for ProSchools.com.

- SEO: Monthly natural (organic) search engine traffic doubled in just 5 months (100% increase)
  - Among all site visitor types, search visitors convert at the highest rate
- Link Development: 74% growth in monthly visitors from links to the site
  - ProSchools has trusted inbound links in all niche categories & targeted regions
- PPC: Campaign successes have encouraged a 200% increase in PPC spending

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### **About Amplify-Interactive: Maximizing Online Visibility via Search Engine Marketing**

With over 7 years of experience, Amplify Interactive provides custom [Search Engine Optimization & Marketing \(SEO / SEM\) services](#), including [Pay-Per-Click \(PPC\)](#) and [Link Development campaigns](#). All of our services are tied to metrics and analytics that drive ongoing campaign improvements, which allow us to maximize your online visibility and to *amplify* your online marketing investment. Amplify Interactive sponsors and sits on the board for [SEMpdX](#).