

KEO Marketing CASE



STUDY



GROWING A BUSINESS WITH ONLINE LEAD GENERATION



Insight
Selling

EDUCATION MARKETING



Inbound
Marketing

LEAD GENERATION



Outbound
Marketing

ACCOUNT BASED MARKETING



Content
Marketing

MOBILE • LOCAL • SOCIAL



Marketing
Automation

LEAD NURTURING



OSAM Document Solutions Inc Depends on KEO Marketing's Online Marketing Solutions to Increase Sales

The Company

OSAM Document Solutions Inc, headquartered in Phoenix, AZ, is a leading document management solutions company.

OSAM provides single source access to the hardware, software, supplies and services for all document management needs, including imaging and capture software, scanning solutions, back file scanning and document hosting solutions. OSAM designs, implements, supports and upgrades Electronic Document Management Solutions (EDMS) in a diverse set of business application areas and provides custom solutions that fit the needs of the client.

OSAM's expertise, experience and product diversity allow them to utilize state-of-the-art software and procedures to ensure success with every project. Their certified consulting staff recommends, implements and supports document management systems that allow organizations to access information immediately.



The Challenge

OSAM Document Solutions wanted to increase their online traffic and leads. Search Engine Optimization (SEO) seemed like a natural method for this task, though it was something they had not looked at with any level of seriousness in the past. With limited resources and budget constraints, OSAM looked to outsource their SEO needs to a firm that understood the messaging on their website to attract new prospects.

“We provide high quality and diverse document management solutions to a variety of departments, businesses and industries,” said OSAM President and CEO, Ron Thompson, Jr. “It was important for us to update our website so we could be found for relevant keyword phrases. Plus, we needed new webpages that could convey the benefits of the customized solutions we provide to each of our vertical markets.”



The Solution

OSAM partnered with KEO Marketing to provide Search Engine Optimization (SEO) solutions that would deliver more traffic, more content and more qualified leads. Based on the limited budget, KEO proposed a 2-phased plan of attack:

1. SEO for high-priority pages, followed by
2. Full website redesign, a second round of SEO and the creation of new vertical market content

With this plan, KEO delivers a cost-effective solution for getting more qualified visitors to a website, engaging the visitors and capturing their information through prominent calls to action and lead generation forms.

Search Engine Optimization

Search engine optimization (SEO) is the process of improving a website's visibility via "natural" or "organic" search results. Search engines such as Google and Bing have developed algorithms to determine how websites should rank for user keyword queries. Through proven online marketing strategy and SEO best practices, KEO Marketing ensures that clients rank in top positions in Google, Bing and other engines for the most important keywords that drive leads.



After reviewing OSAM's existing website, KEO determined that several improvements could be made. Developing messaging to target their vertical markets, implementing prominent calls to action and optimizing each page for vital keyword phrases would all help to increase online visibility and generate new leads. In addition, an ongoing promotion plan was developed to ensure continued success that included publishing unique, relevant content to drive valuable backlinks to the website.

KEO continues to monitor and improve OSAM's search engine rankings for essential industry-related, business-related, vertical market and geo-targeted keyword phrases. The solution includes:

- SEO strategy
- Competitor research
- In-depth site audit
- Extensive keyword research
- Content development
- On-page optimization
- Geo-targeting for specific markets
- Off-page promotion, including content marketing, local search, social media and link building



Web Design & Development

Through web design and development, KEO can improve site usability and implement strong calls to action that engage visitors.

KEO recommended a complete website redesign in order to increase conversions and implement best practices for SEO. The goal of the redesign was to improve the overall look and feel of the site with updated imagery and navigation, along with implementing prominent calls to action targeting each stage of the buying cycle, and adding a section dedicated to highly sought-after vertical markets.

OSAM's website is continually managed and maintained by KEO's team of website design and technical experts. The solution also included:

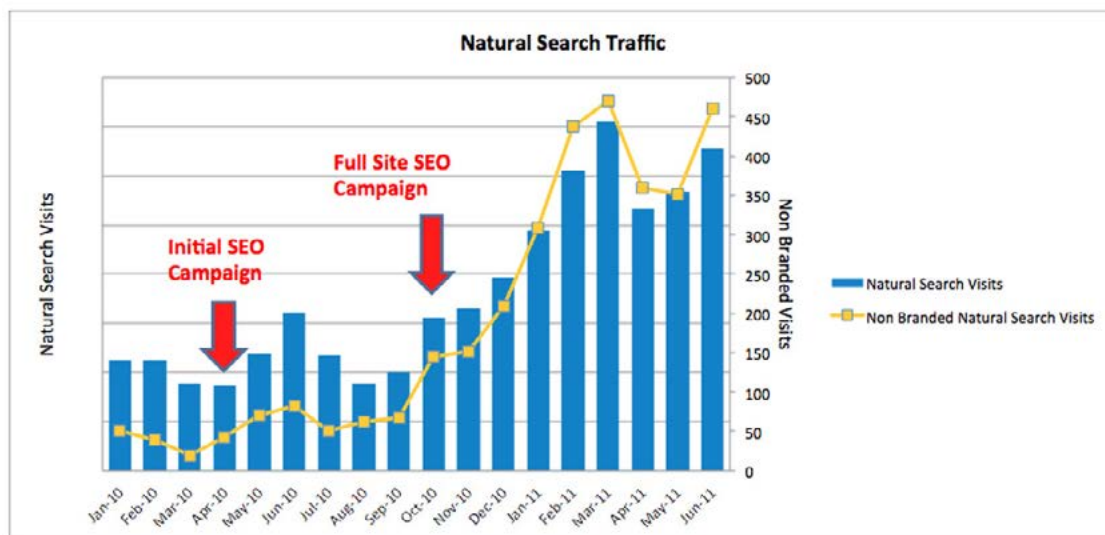
- Website design and development
- Creative development
- Website usability
- Competitor research
- Site structure review and platform optimization
- Call to action implementation and improvement



The Results

Since the first phase of the SEO campaign was initiated in November 2010, OSAM has continued to experience measurable results. For example:

- **More Traffic:** The initial SEO campaign produced a 29% increase in average monthly natural search visits, with non-branded natural search traffic driving the growth (a 136% increase). After the second phase of the campaign, overall traffic driven from natural search increased another 183%, with non-branded natural search traffic driving growth at a 870% increase from baseline reports.





ABOUT KEO MARKETING

KEO Marketing, a leading business to business (B2B) digital marketing agency in Phoenix, develops and executes innovative marketing strategies and plans that help clients succeed online. Some of the world's largest brands have depended on KEO Marketing for marketing programs that deliver tangible and substantial results.

Led by a team of marketing experts, KEO Marketing specializes in B2B, online and inbound marketing strategies that deliver results. Some of these solutions include search engine marketing and optimization, online advertising, social media, mobile marketing, local marketing and more.

For more information or to request a complimentary marketing audit, please visit us online at keomarketing.com



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