

# CASE STUDY

Search Engine Optimisation Success



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Price comparison is a highly competitive market and we felt that Guava had the necessary expertise to achieve our goals...”

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Sarah Baldwin, Marketing Manager - Confused.com

## > The Brief:

Confused.com had a clear idea of what they wanted to achieve:

- Improve search engine rankings
- Increase traffic to Confused.com from search
- Generate enquiries
- Generate income

## > Our Solution:

The Guava team used their unique Ascendex 'site checker' tool to identify any problems with the Confused.com website. The unique Ascendex tool can spider sites in exactly the same way as a search engine would and identifies critical SEO issues in one hit. A number of issues were detected that were hindering the sites performance and Guava worked closely with Confused.com's team to implement the necessary changes and oversee the build of their new website.

Guava worked hard to ensure all Confused's offline marketing and PR efforts were used to their maximum advantage online resulting in high quality links to the website. Guava provided Social Media training for Confused.com's marketing and PR team in order to give staff a clear understanding of the myriad of popular social media sites and their power can be harnessed.

Armed with this knowledge, the Confused.com team have tailor-made their press releases and media announcements to suit both offline and online distribution, making them attractive to users of social media websites.

## > The Results:

Confused.com's SEO campaign continues into 2009 and the results of the early stages of Guava's strategy, focusing on the keyphrase 'car insurance', speak volumes. Confused.com currently maintains position one or two in Google's organic listings for "car insurance" and this in-turn has resulted in a tremendous increase in traffic to the website through search.

"We were impressed by Guava's SEO service offering, notably in-house tools and social media/PR strategy which have proved essential elements of our campaign. Guava immediately appointed a dedicated project team enabling us to build a positive working relationship with the company. We are thrilled with the results so far and look forward to continuing the project with Guava"

Sarah Baldwin, Marketing Manager – Confused.com