

Case Study

Maximizing Web Presence During a Product Launch Lead
Up



Case Study: Maximizing Web Presence During a Product Launch Lead Up



Acquia

Acquia is a Boston-based company providing commercial support for Drupal. Acquia helps organizations large and small meet web-related business goals using Drupal-based websites.

Problem

In March of 2008, Acquia launched their company and website in preparation for an eventual product release. This start-up company recognized that SEO was essential to the challenge of entering a crowded field while virtually invisible to the communities they were trying to reach on the web.

In order to improve a website's presence in the search engines, there are two common methods:

1. Paid search engine advertisement

One benefit of paid search engine ads is that results are immediate. The downside is that results are typically in direct proportion to how much you spend, and last only as long as the cash flow. This method also does not impact the customer experience since it is not driven by the content of the website.

2. Natural SEO

Results will take longer to achieve, but rather than paying for each person that clicks on your link, it is an investment that involves improving the relevancy and quality of your website content, leading to a higher ranking and long-term credibility.

Solution: Volacci SEO

Acquia's goal is to be a trusted source of information and support for Drupal. Volacci partnered with Acquia to provide content optimization, conversions consulting, and link-building solutions.

Content Optimization

- Volacci provided Acquia with a customized Drupal SEO Checklist advising the implementation of specific Drupal modules including Pathauto, XML Sitemap, and others.
- Volacci modified the site's content, html, and structure to better communicate with search engines that Acquia is a Drupal authority.

Conversions Consulting

- Volacci also provided recommendations to maximize conversion rates.
- Volacci worked with the Acquia team to identify high quality content and improve its utilization on the site to maximize conversions.

Link Building Strategy

Volacci's link-building techniques revolve around the utilization of best practices, methodologies, and processes. Acquia's press releases, special content, and other content were all optimized for the search engines, resulting in a significant increase in the number of sites that link to Acquia.com and improving their overall site ranking.



Results

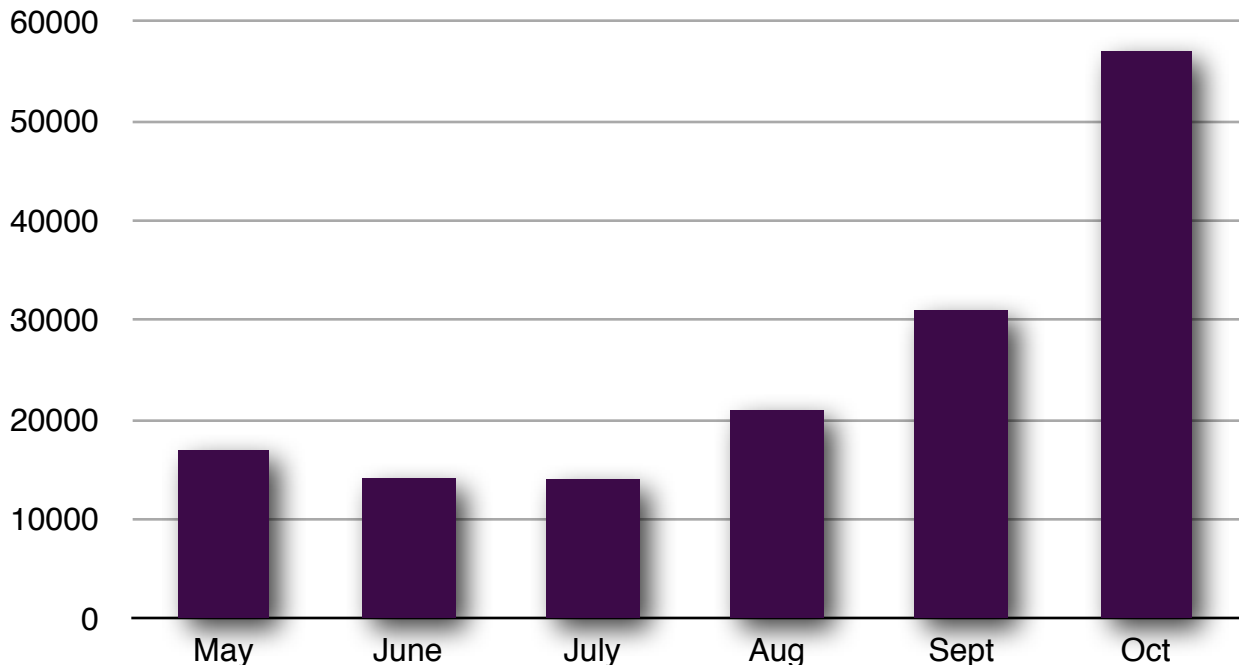
Prior to launching their product, Acquia achieved a significant increase in market awareness with the help of a drastic increase in their Google ranking. If we look at the search ranking of two highly-competitive terms over the first six months of the campaign, the results are striking:

Highest rank achieved in Google (as of Nov. 1)

Term Searched	May	October
“content management system”	not listed	11
“drupal”	65	5

The combination of high quality, targeted content and SEO optimization in partnership with Volacci has propelled Acquia to the top of the search engines and resulted in significantly higher site traffic. Over the same six month period, there was an exponential increase of site visitors.

■ **Site Visitors Per Month**



Comparing the first thirty days with Volacci (May) to the sixth month (October):

- **Site visits increased by an incredible 310%** (from 17,000 to 56,000)
- The bounce rate decreased by 8% (from 48% down to 40%)
- Average time spent on the website has doubled (from 7.5 minutes to 15), with the number of pages visited up by 35% (from 3.2 to 4.3)

It's clear from examining both the Google ranking and traffic to the website that Volacci's team met the challenge. Volacci helped Acquia maximize its web visibility, leading to a dramatic increase in the quantity and quality of web traffic, and ultimately setting the stage for a successful product launch.

Testimonial

"Partnering with Volacci has proved invaluable to our SEO initiatives."

-Bryan House, Director of Product Marketing, Acquia

