

## Does your search engine marketing establish your position?

Cellmark, the largest DNA testing company in the world, asked SEOptimise to increase the company's visibility online, increase the numbers visiting the Cellmark website and reduce their pay-per-click spend. With the DNA testing becoming more competitive and pay-per-click spend increasing Cellmark wanted a more cost effective method of generating traffic.

SEOptimise devised a strategy to strengthen Cellmark's organic optimisation and reduce pay-per-click expenditure without impacting revenue growth and profitability. We worked with Cellmark's inhouse technical team to optimise the website code and make it work with search engine spiders and to increase high value incoming links.

A 67% rise in traffic in the first 10 months saw commensurate increases in sales, including some very large contracts with government institutions initiated through search engines. By July 2007 Pay-per-click spend was down to 27% of its peak and Cellmark saw their website progress from page three of Google to number two for their main focus keyword 'DNA testing'.

**"In the last year SEOptimise have had a real impact on the success of Cellmark's website. There were no rash promises, they said it would take time but that in the end our 'organic position' would be solid. And so it has proved to be."**

**Marketing Manager - Cellmark**

## OBJECTIVES

Cellmark asked SEOptimise to increase the online visibility of the company, increase the number of people visiting the Cellmark website and to reduce their pay-per-click spend.

## ABOUT CELLMARK

Cellmark is one of the largest DNA testing companies in the world and the UK's most recommended DNA testing service. Cellmark has been providing a confidential, conclusive & court approved DNA paternity testing service for over 21 years and is accredited by the Ministry of Justice to carry out DNA Testing or Paternity Testing as directed by the civil courts in England and Wales.

## BACKGROUND

In the summer of 2007, when Cellmark approached SEOptimise, it was spending significant sums of money on pay-per-click advertising to generate traffic. With the DNA testing market becoming highly competitive and pay-per-click spend increasing Cellmark wanted a more cost effective method of generating traffic. As market leader their organic optimisation although healthy was not ideal and for their main Keyword Search "DNA testing" they were on page 3 of Google results.

## DELIVERY

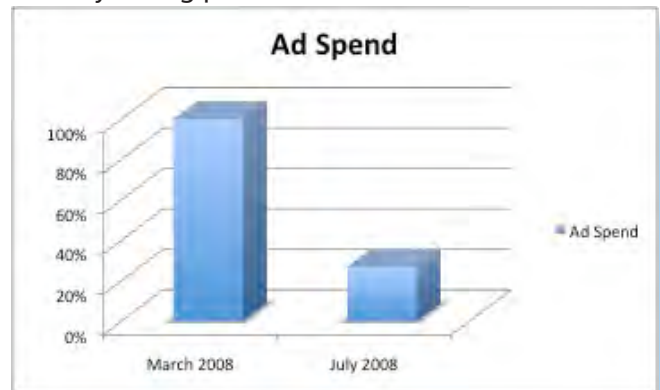
SEOptimise devised a blended strategy to over time strengthen Cellmark's organic optimisation and reduce pay-per-click expenditure without impacting revenue growth and profitability. Pay-per-click management SEOptimise reorganised and optimised Cellmark's previous pay-per-click campaign. Campaigns were switched to keywords which provided the highest conversion rates. As conversions increased spend could be decreased. Frequent monitoring allows SEOptimise and Cellmark to react quickly to market dynamics and fine tune campaigns.

## SEARCH ENGINE OPTIMISATION

The front page of Google is very competitive, especially for DNA Testing, unsurprisingly the top 10 all use different SEO companies. Cellmark already had a very powerful website but this was diluted by multiple domains. Despite some incoming links Cellmark's website wasn't particularly relevant to searches for 'DNA testing' or 'paternity DNA testing'. SEOptimise reorganised the website paying specific attention to relevancy. SEOptimise worked with Cellmark's inhouse technical team to optimise the website code and make it very search engine friendly and to increase high value incoming links.

## RESULTS

The results have been very impressive. Traffic in the first half of 2008 increased significantly, enough for Cellmark to have the option of turning off their pay-per-click campaigns without losing revenue. Cellmark decided in consultation with SEOptimise to reduce spend on pay-per-click and continue organic optimisation. By July 2007 Pay-per-click spend was down to 27% of its peak four months earlier. Keeping a low level of pay-per-click allows for a rapid response should the campaigns need to be strengthened in the short term. Constant tuning of the organic optimisation ensures Cellmark maintains in a very strong position.



Cellmark is highly satisfied with the 67% rise in traffic over the last 10 months and the impact this has had on sales.



Cellmark quickly saw their website progress from page three of Google to number two for their main focus keyword 'DNA testing'. SEOptimise has built the overall strength of the Cellmark website helping Cellmark to rank higher for a series of related search terms.

## THE FUTURE

SEOptimise is expecting the continuing optimisation of Cellmark's website to result in a consistent strong number one position for relevant keywords. Cellmark, with input from SEOptimise, has redesigned its website to reinforce their strong rating with search engines, and further improve organic optimisation and conversion revenues.

