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Case study: Using free-to-publish article marketing as part of Search Engine Optimisation

The client

US-based: the world's largest research and development company focused on creating and marketing a range of biopesticides, biofungicides and low-chemical yield enhancers for agriculture.

It is a firm believer in sustainable farming for small and larger farm operations across the world and strongly ethical in its belief that good quality food should be available to all while preserving the environment.

Our Brief

Using free-to-publish article marketing to raise the profile of and visits to the company's website in search engines and to make inroads into the dominance of the main competitor's website in search engines.

Articles are distributed via online publishers, whose editors vet them for any obvious company or product promotion. There are strict rules. The only "promotion" allowed is a link to the company's website via a text box below the article, which must be informative and information rich on a topic of general interest.

We were given a three month trial period starting March 18

Results so far – trial period ongoing

By week 3 ftp articles were appearing on p1 Google

From week 4 using "biopesticides in agriculture" as the search term ftp articles appeared at each search on p1, and

from week 5 the Client's website also appeared on p1 in Google and Bing weekly.

April 10 2010 In a search for "Biopesticides developers" – the main competitor appeared on p1 Google in first position and client's website had reached p1 10th position, by the next week competitor was down to 5th position.

From May 1 2010 did not appear in pp 1-5 of google or in Bing. After May 1 ftp articles were also appearing using "Biopesticides developers" search keywords.

Week 9 following the addition of keywords "biopesticides developers" client mentions started to appear regularly on p1 of Bing using "biopesticides developers" as a search term.

By week 11, 22 May, results are particularly noticeable, though competitor makes a reappearance at end of p1 Bing in the search for biopesticides developers. However, there has subsequently been no reference to the competitor in the weekly check for any of the search terms in either google or bing.

Our client's website and our articles are now on P1 each week in both search engines using all keywords.

The trial contract has been completed and we now have an ongoing contract for further work with the company.

how we did it

We wrote a series of articles on topics around natural and healthy food, consumer demand, issues of regulation of the new generation of low-chemical agricultural products, the influence of consumers and the choices they are making in a recession, retailers' power and global issues of food and water security and scarcity.

We submitted two articles a week for publication and monitored the results weekly on google.com and bing.com, checking all the keywords we had used regardless of the changes in focus.

Each article included keywords used according to a strategy that was adjusted in response to results.

Weeks 1-3 articles were written with a focus on keywords "low-chem" and "low-chem in agriculture" only. Client name also used as a keyword in throughout.

Week 4: keyword focus switched to "biopesticides" and "biopesticides in agriculture"

Week 10: focus was shifted to "biopesticides developers" and then for a final short period using variations on all the keywords we had used