

Preferred Offices

A Viget Labs Search Engine Marketing and Pay-Per-Click Case Study

The Problem

Preferred Offices (PO) is an office management company (www.preferredoffices.com) that provides virtual office space and office management services to businesses in the Washington D.C. metro area.

Viget Labs built Preferred Office's web site in November 2005. The web site has performed well with a 30% average growth year-over-year in sales leads, but increased competition forced PO to look for a way to dramatically increase sales leads and the effectiveness of their web site.

The Solution

Preferred Offices engaged Viget Labs' marketing team to perform a search engine optimization (SEO) audit, analyze their web analytics, implement a pay-per-click marketing campaign and begin weekly reporting.

The audit included a keyword analysis and practical SEO recommendations to improve the PO web site. Viget simultaneously began a pay-per-click campaign. The campaign was implemented based on geo-targeting in 4 separate locations, optimized based on traffic and competition in each specific location, and actively monitored and optimized by Viget's marketing team.

The Results

By leveraging Google AdWords, Google Analytics, and Salesforce platforms, Viget was able to produce 118% growth in the number of sales leads for June and July compared to the same period in the previous year. The marketing and optimization efforts drove the Preferred Offices web site to become the #1 lead source for Preferred Offices in June and July 2007.

Conclusion

Preferred Offices has looked to Viget Labs as a trusted partner since November 2005 and continues to rely on Viget's team to manage its web site. Viget continues to challenge the status quo of the Preferred Offices web site by providing fresh ideas and perspectives, making the site more search engine friendly and a better tool to capture new customers.

In Their Words

"Preferred Offices began its SEO / PPC Campaign with Viget in June 2007. Our results in just two short months are nothing short of remarkable! We have more than doubled traffic to our website when compared to traffic during the same timeframe in 2006. More importantly, our post-campaign website leads are noticeably more qualified than what we have seen in the past. Since we are still very early in our campaign, we look forward to continuing to work with Viget in the coming months to achieve even greater improvement in our SEO and PPC results."

-Lisa Rivel
Director of Marketing & Business Development
Preferred Offices

	June-July '06	June-July '07	% change
Web Site Leads	40	87	▲118%