

# SEMpdx 6-Pack | “Content is King”

## Case Studies



# Content Strategies

SEMpdx - “Content is King”



# Brainstorming Content

- o What do you do? Why? How?
- o Ask your customers
- o Ask sales: pain points? what closes the deal? Can they do a sales presentation using only your site?
- o Site search: what do your visitors want?
- o Learn from the big guys:
  - Expedia publishes destination information for a reason
  - Amazon & reviews (UGC)
- o Blogs have too many content virtues to list... but it's got to be compelling
- o Does it make sense to incorporate UGC?

# Newer Techniques & Opportunities

- o Universal / Blended Search Results Mean More of Your Content *IS* Content after all
  - Images, audio & video (text optimization still critical)
- o Timely Content is Found Faster
  - Blogs & Feeds
- o Let Your Users do the Work
  - User Generated Content
    - Reviews, wikis, blog comments, forums

# What Is Content?

## CONTENT IS:

- o Meaningful to your audience
- o For improving conversion
- o Integrated with site / navigation
  - Site architecture must accommodate
- o Tied directly to your offering

## CONTENT IS NOT:

- o Irrelevant / just for search engines
- o Tucked away & hidden from view
- o Without call to action

# Case Study: Tripwire

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# Case Study - Tripwire, Inc.

## Overview

Originally a well-recognized network security software provider, Tripwire expanded their offering to become an enterprise IT Change Auditing Software solution that allows organizations to ensure **regulatory compliance**, **IT service availability**, and **network security**. The web site needed to attract and educate visitors on Tripwire's capabilities, and generate leads.



## Objective

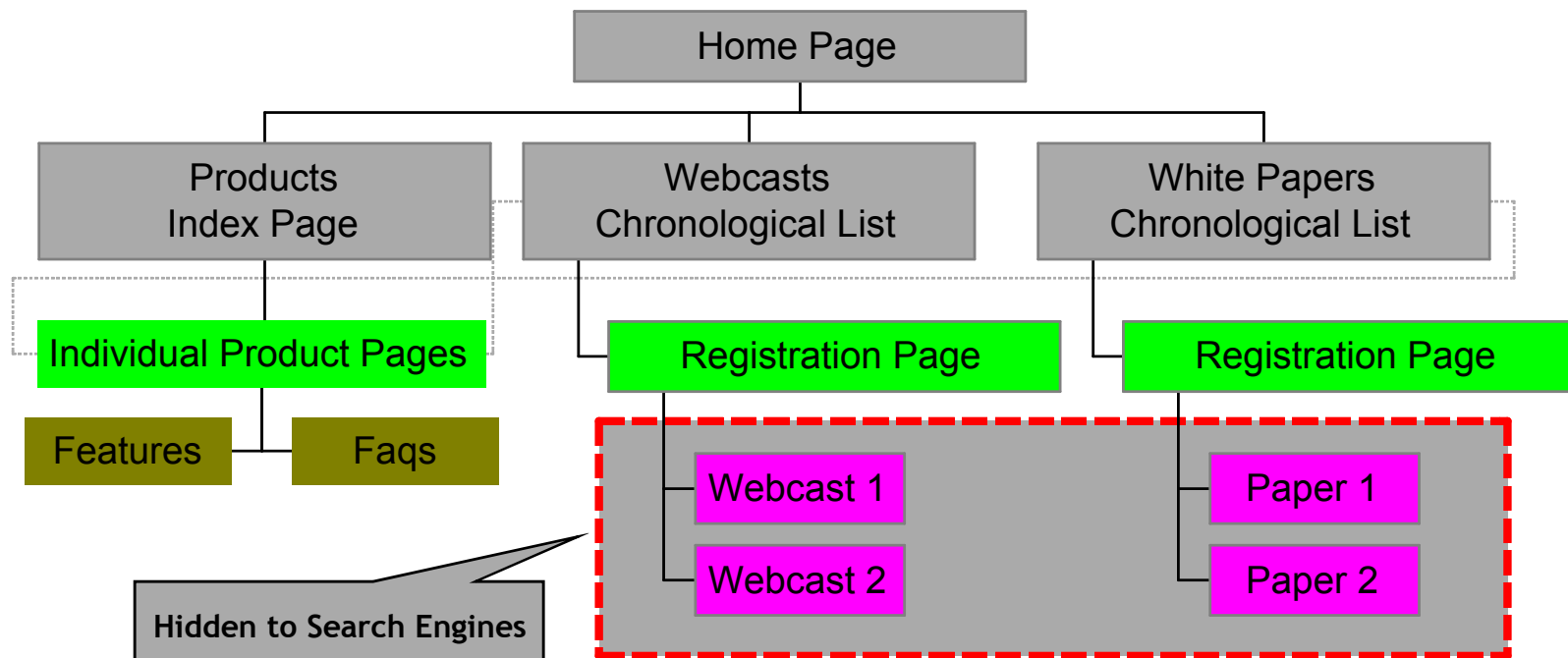
- o Generate targeted leads through SEO & content development
  - Metrics: Search referrals & keyword rankings. .pdf downloads & registrations by search visitors
- o Support awareness & education efforts
  - Metrics: Inbound links & referrals, visits to 'solutions' (capabilities) pages, demo views

# Tripwire Architecture

## Challenges

- o Product pages alone don't cut it
- o Webcasts & white papers offer great content, but aren't search friendly

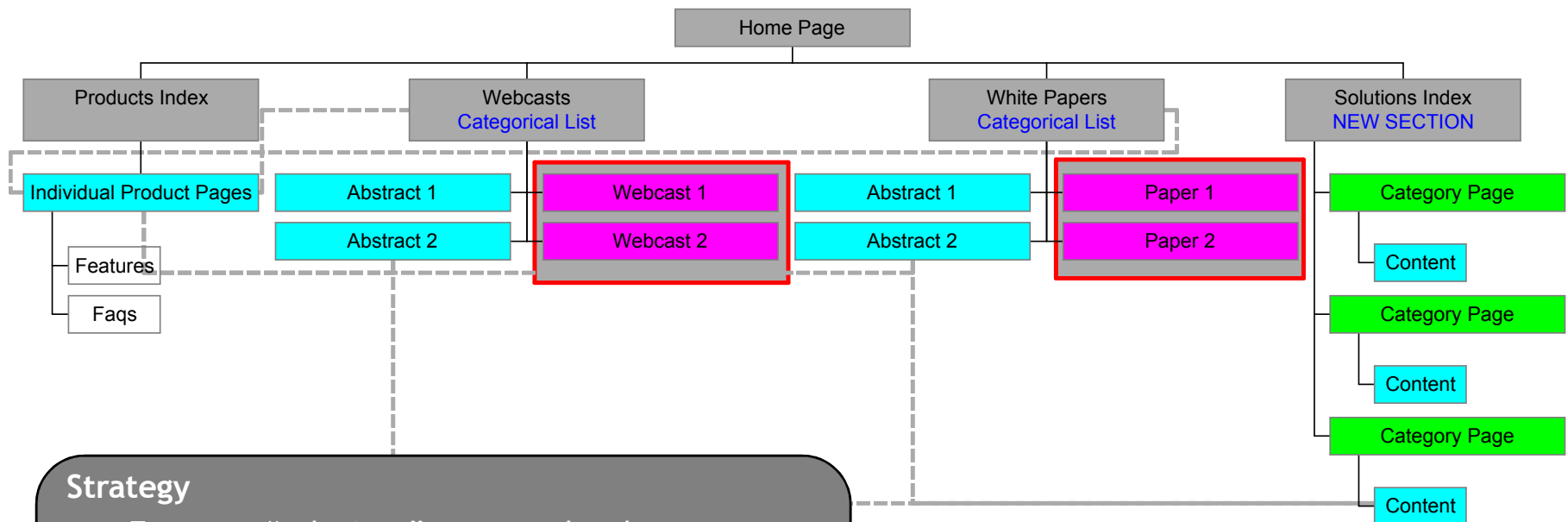
Tripwire Site Architecture - OLD





# Tripwire Architecture

Tripwire Site Architecture - NEW



## Strategy

- o Focus on “solutions” content development, architecture improvement & optimization
- o Leverage content-rich white papers & webcast content for search traffic AND lead generation
- o Develop niche-specific links to deep content

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Solutions

- Compliance
- Service Quality
- Security
- Industries
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- For IT Auditors

IT Best Practices

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Evaluations

Documents

Support Center

Services

Training

Events

 Euro Site

 Japan Site


 US Federal Government

# REGULATORY PRO-ACTION

Tripwire Change Auditing solutions enable you to be proactive in compliance to industry regulations.

[Solutions](#) > [Regulations](#) > GLBA (Gramm Leach Bliley Act)

## GLBA (Gramm Leach Bliley Act) | Regulatory compliance solutions

 In the [financial services industry](#), GLBA responds to the implications of online banking, e-commerce, electronic records, and the need to secure customer records. GLBA requires banks to protect customer privacy and prove compliance. As a result, system integrity and intrusion detection, coupled with a way to quickly remedy compromises, form the foundation of a bank's IT compliance policies and procedures. Tripwire change auditing solutions provide proven capabilities for meeting GLBA intrusion detection and remediation requirements.

### An Ironclad Defense: Detective Control

Tripwire provides what you need for detective control. It delivers the hard data you need to identify and remediate security issues. Tripwire gives you:

- Alerts to human error or lapses in security
- Alerts to unauthorized access to servers, workstations and databases, manually or by automated scripts
- Alerts to configuration changes through perfect segregation of duties - the person or tool that made the change is not used to validate the change

#### SOLUTIONS CONTENT PAGE

- o SEO
- o Internal Links
- o Call to action
- o Missed opp: "more"

#### WEBCAST

The Price of Not Complying with GLBA

[More >](#)

#### WHITEPAPER

Unravelling GLBA: Compliance Basics For Managers, Officers and Directors of Financial Institutions

[More >](#)

#### SOLUTION BREF

Achieving Gramm-Leach-Bliley Act Compliance with Tripwire Change Audit Solutions

[More >](#)

## Case Studies | High Praise from Customers



[Colorado Housing Finance Authority](#) The CHFA uses Tripwire to assist with GLBA compliance, as well as security and availability needs.



[Additional Case Studies](#)

[ALL CASE STUDIES >](#)

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 US Federal Government

# DOCUMENTS

Get the information you need.

## Problems - Before

- o High priority paper with great content, but search engines can't see it (behind registration)
- o No overview of the content of the paper - = reduced conversions

Resources

**Resources** | Please complete the following form

Thank you for requesting **Starting a Visible Ops-Based Change Management Program** white paper.

Tripwire requires a one-time registration to access selected content and materials on the site. Tripwire will not share the information you provide with anyone. We may periodically contact you regarding Tripwire products and services. For more information, please read our [privacy policy](#). If your web browser does not accept cookies you may need to register again for additional content.

\* First Name

\* Last Name

\* Job Title

\* Organization

\* Address

\* City

\* State or province:  
(U.S. and Canada only)

- Evaluations
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- Training
- Events
- Euro Site
- Japan Site
- US Federal Government

Resources > White Papers > White Papers Details

Whitepaper | Please complete the following form

## Starting a Visible Ops-Based Change Management Program

Discover proven shortcuts to IT best practices that allow your organization to identify crucial change-related risks and implement a configuration management database (CMDB). This "stake in the ground" will quickly add value and put your organization on the path to better performance using ITIL's VisibleOps method.

[READ FULL DESCRIPTION](#)

### Abstract

As many organizations seek ways to comply with Sarbanes-Oxley and Gramm-Leach Bliley requirements, VisibleOps is attracting great interest. But a configuration management database—at the heart of VisibleOps—is often the primary obstacle to a culture of solid change management. Without a process driven approach, compliance and performance improvement can be difficult to sustain and implement. With a change auditing process, however, companies can take the first steps toward establishing proven change management practices without creating yet another IT bureaucracy.

### This paper details:

- Four painless shortcuts any organization can use to jump-start CMDB practices
- How to measure fragile assets and develop a repeatable process for asset descriptions
- The benefits that can be immediately gained through implementation

### About the Authors

Tori Harris, RCDD, CCDD, CCNP, MCP, is an independent consultant with Integration, Inc. In the past 13 years, Harris has specialized in configuration/performance management, completing projects for many clients.

Ron Zika is a senior consultant with Waypoint, Inc., specializing in IT for startups. He has consulted with such diverse companies as Microsoft and IBM.

Download this paper to learn how VisibleOps and Tripwire can help you manage change management best practices.

After - Abstract Added to Form

- Design treatment keeps form above fold when not clicked
- Bold headline much more readable & search engine friendly
- Abstract gives search engine something to "see"
- Gives visitors reason to fill out form

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\* First Name

\* Last Name



# Case Study - Tripwire, Inc.

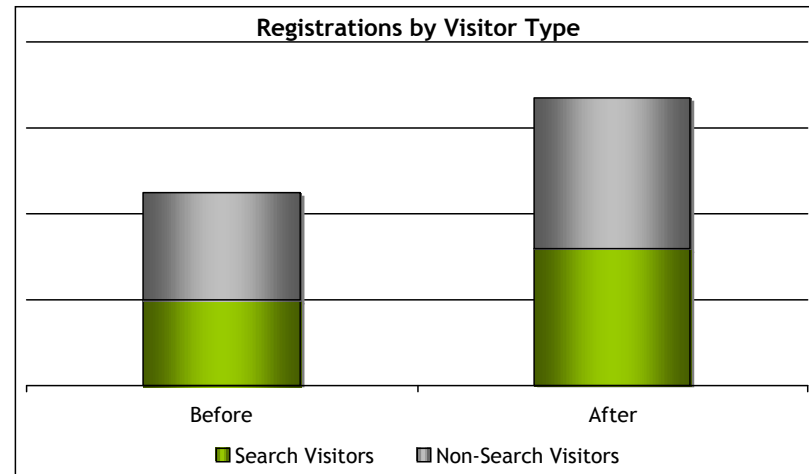
## Results - Search Engines

- Overall top rankings increased 39%
- Visitors from search engines have increased 98%
- Links in all targeted categories
- Traffic from links increased 30%

| Search Traffic By Category   | Start | 1 Year |
|------------------------------|-------|--------|
| <b>Audit / CM</b>            | 3%    | 21%    |
| <b>Security</b>              | 67%   | 27%    |
| <b>Compliance</b>            | 0%    | 20%    |
| <b>Availability</b>          | 11%   | 17%    |
| <b>ITIL / Best Practices</b> | 0%    | 4%     |
| <b>CMDB</b>                  | 0%    | 12%    |

## Results - Site KPIs

- 57% increase in registrations by search visitors (downloads, demo views, webcast)
- Non-branded search visitors twice as likely to return
- Visitors to “solutions” section spend more time on site, view more pages, register at a higher rate



# Case Study: TheFertileSoul

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# Case Study - TheFertileSoul.com

## Overview

Dr. Randine Lewis approached Amplify Interactive to help her launch a new concept in infertility treatment. TheFertileSoul.com is a sales tool for Dr. Lewis' 90-day intensive "fertility retreat" program for women having troubles conceiving



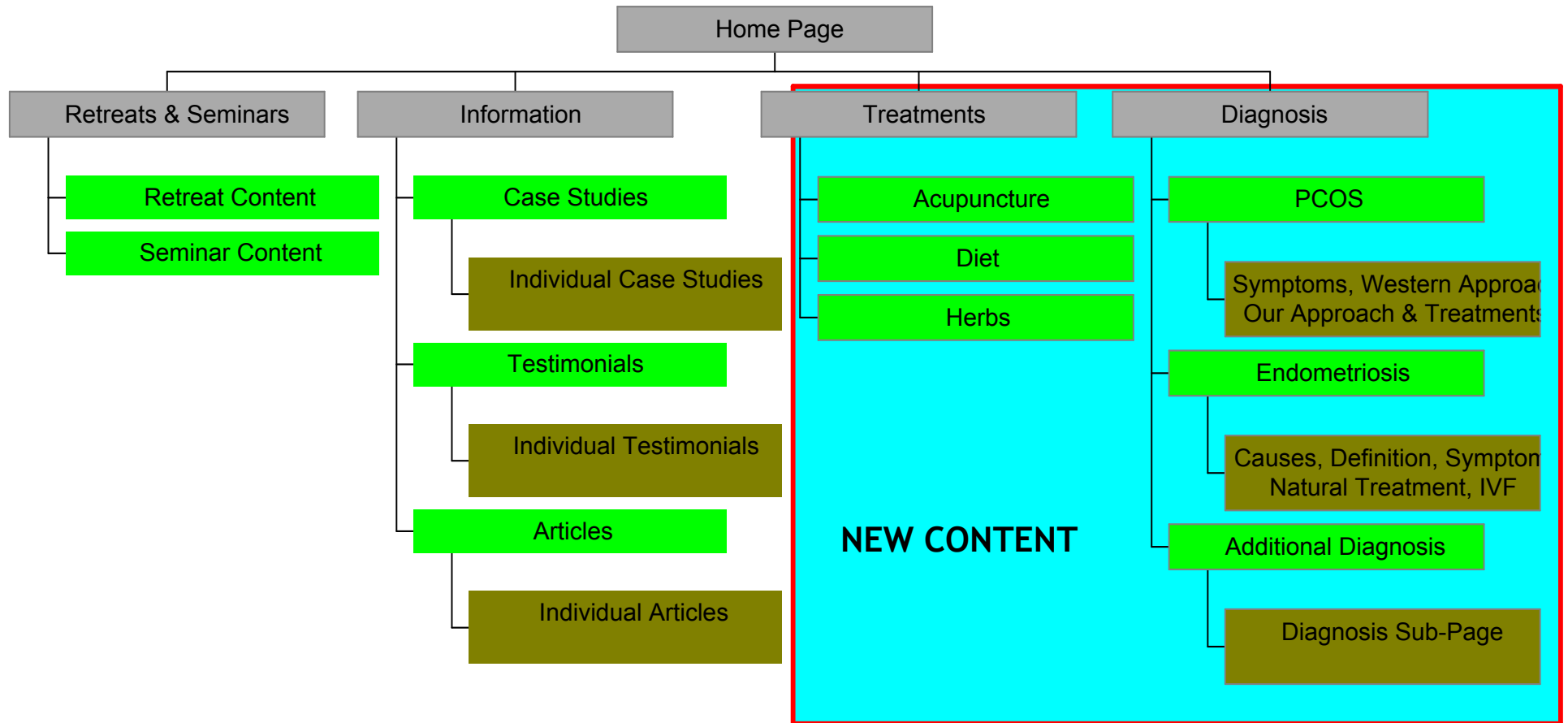
## Objective

- Generate qualified prospects and registrations for the new retreat program

## Challenges

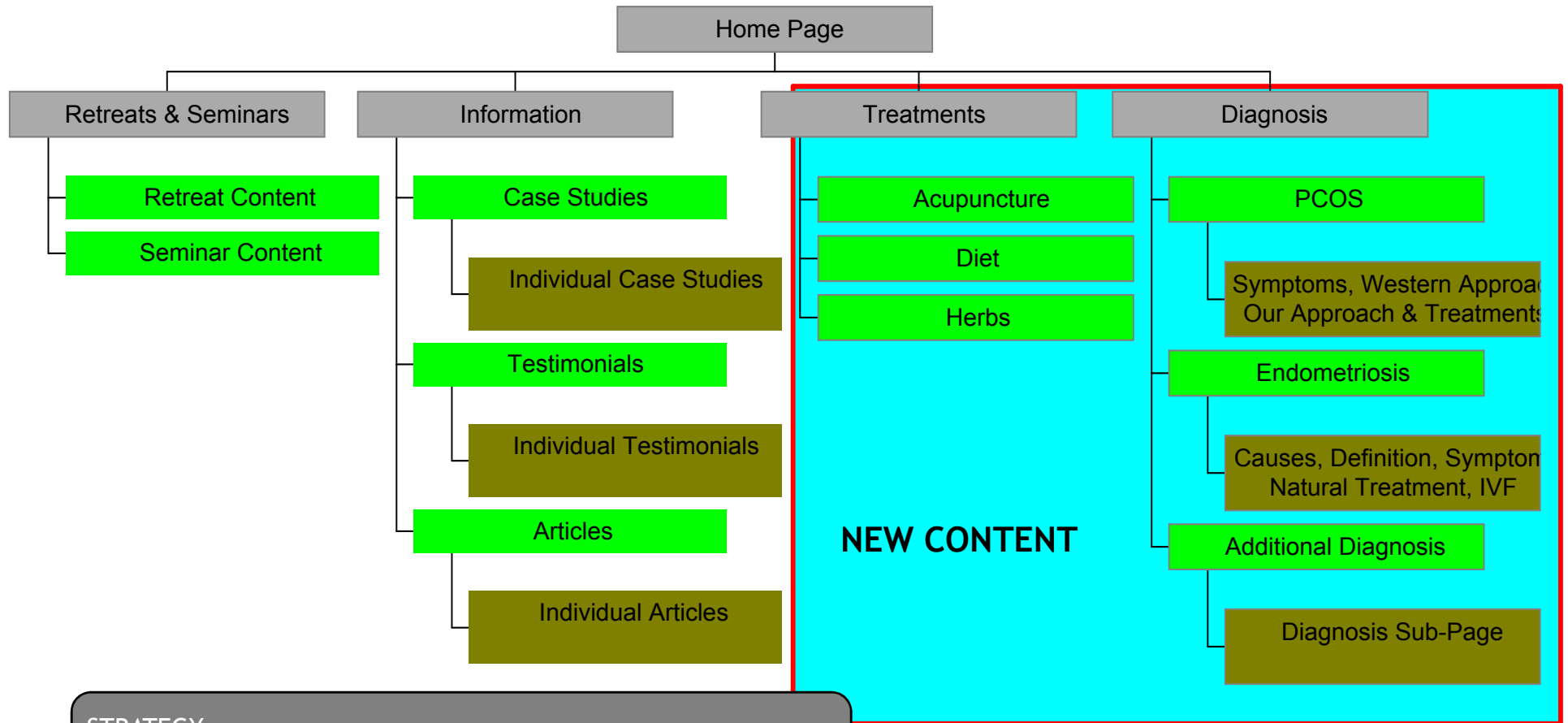
- New category - nobody was looking for "fertility retreats"
- Very high-ticket item with a price tag of around \$9,000

# TFS Architecture



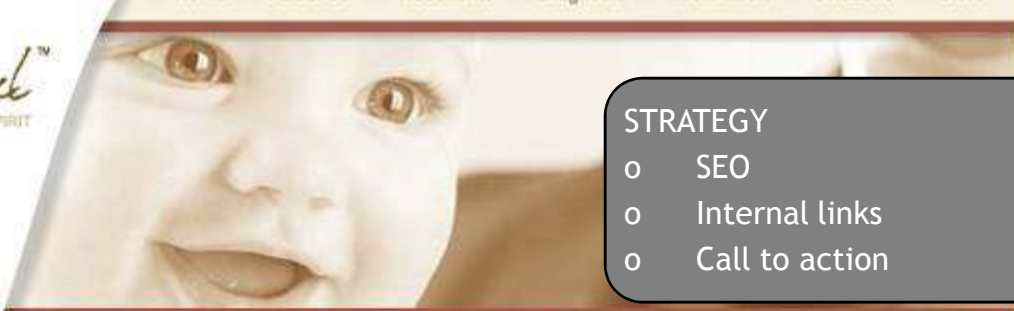


# TFS Architecture



## STRATEGY

- Keyword research pointed to logical content expansion



- STRATEGY
- o SEO
- o Internal links
- o Call to action

Diagnosis > PCOS > Natural Treatment

Search:  Go

## Natural Treatment for Polycystic Ovarian Syndrome (PCOS)

We must address the entire state of the body before the ovary can respond. The health of the ovary depends on the health of the whole body.

Most women with PCOS have endocrine abnormalities that are affected by diet. If you are overweight, you can help treat your PCOS by losing weight. Fat cells store estrogen, and usually there is relatively too much circulating estrogen and LH in women with PCOS. The liver metabolizes these hormones, so a healthy functioning liver is also mandatory for proper insulin balance. To keep the liver healthy, include dietary sources of the B vitamins, like meats and organ meats, leafy green vegetables, and whole grains.

Because of the insulin resistance and impaired glucose metabolism often found with PCOS, it is very important to modify your diet if you have this condition. The best natural management for insulin resistance and impaired glucose metabolism is **to lower the level of sugar intake**, and eliminate the ingestion of any food that the body utilizes as simple sugar. Click any of the following links to learn more about insulin-managing diet and PCOS treatment:

- [Dietary Therapy](#)
- [Using Herbs to Treat PCOS](#)
- [Treating PCOS with Acupuncture](#)

Learn More about [The Fertile Soul Method™](#).

Learn more about [Fertility Enhancing Retreats](#).

### Fertility Advisors

Infertility help and counseling over the phone now! Receive diagnosis, treatment and follow up.

### Retreats/Seminars

#### Upcoming Seminars

[CLICK HERE](#)

Becoming Fertile Seminar  
5/12 - 5/13

### Acupuncturists Only

Learn about owning a Fertile Soul clinic or becoming a Retreat Intern.

### Newsletter Signup

Stay up to date! Sign up today and receive updates via E-mail.

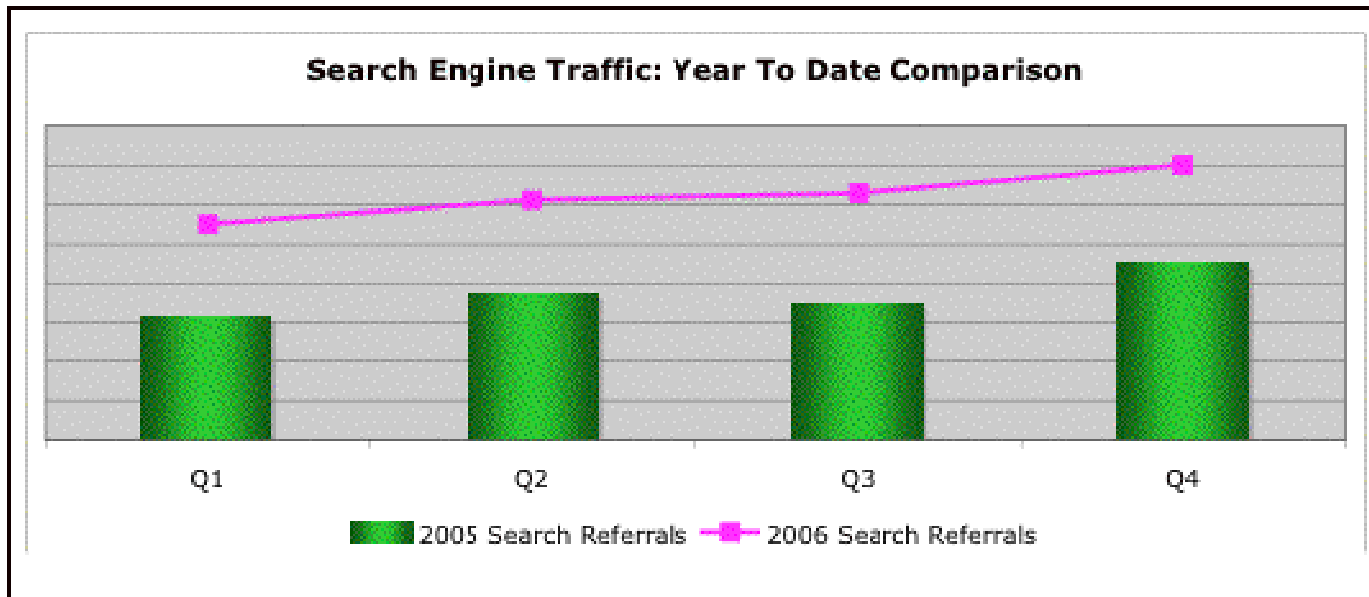


# Case Study - TheFertileSoul.com

## Results

- o Mimicry is the highest form of flattery
- o Non-branded searchers increased 500%
- o Non-branded searchers 2.5 times more likely to return
- o Search visitors twice as likely to convert

Results 1 - 10 of about 967,000 for [fertility retreats](#).



# Lessons From Case Studies

- o Challenges
  - Bulk of content either behind a registration or in non-text format (audio / video / flash)
  - Can't link to individual pages
  - Best stuff is in PDFs
- o Strategies:
  - Improve architecture
    - Provide text - give search engines *something* to index
  - Keyword optimization - let the content be your guide
    - Unique title tags & META descriptions directly from content
  - Categorize content & cross-link
    - Don't be lazy & order by date - very user-unfriendly
    - Add directory / category pages as needed
- o You've gotta have a plan!
  - How are you going to keep the site fresh over time?

**Thank You For Your Time!**

**Benjamin Lloyd, President**

