

# CASE STUDY

HALIFAX LANDING  
Search Engine Marketing and Optimization



With more than 500 million people using search engines every day, establishing a strong presence in major search engines is vital for any size business. Notwithstanding, increasing competition and ever-changing technology it is imperative for small to medium size businesses to create and maintain a profitable Web presence.

The Coalesce Creative Search Engine Optimization (SEO) & Search Engine Marketing (SEM) Team works with the client to develop a marketing strategy that not only guarantees success but fits within project's budgets. Our consultants participated in numerous on-site meetings with the client to develop a competitive, efficient, and attractive identity development plan.

Our designers began with the creation of the Halifax Landing website ([www.HalifaxLanding.com](http://www.HalifaxLanding.com)). The site included interactive high-definition slideshows, rich site renderings, full-color floor-plans, an enticing flash animation, and a flash introduction. The site is updated often with new aerial photos of construction progress.

Halifax Landing recently approached Coalesce Creative to help increase company exposure on the major search engines. SEO technicians properly optimized the HTML code and synchronized the pages of the Halifax Landing site with the current algorithms being used by Google, Yahoo and spiders that now power 96% of all domestic keyword search results. This optimization resulted over 10 major first page keyword positions on major search engines in 30 days.

A dual search engine marketing campaign was created in parallel with the website optimization. Our team researched and marketed 50 major keywords between Google and Yahoo. The campaigns were updated and maintained on a daily basis to guarantee the best results. The first 30 days of the dual SEM campaign resulted in 727,324 ad impressions (number of times an ad was shown for a keyword search) and over 300 ad clicks, verifying clientele ROI (Return On Investment).

As a result of the site re-engineering Coalesce Creative performed, the Halifax Landing site produced multiple first-page and top-5 keyword rankings on most of the primary and secondary keyword targets within 30 days. This compares favorably to the industry standard of 120 days. Among the results were several No. 1 keyword rankings and a host of first page keyword positions on major search engines. The implementation of Coalesce Search Engine Marketing / Optimization, and the continued maintenance and improvement of the Halifax Landing website has contributed to an increase in website traffic by 310% in one month (view graph above : unique halifax landing website visitors / month).

## Marketing Success

- Increased unique web traffic by 310% in 30 days.
- Over 10 major first page keyword positions on major search engines.
- Used 50 major keywords that resulted in 700,000 ad impressions on major search engines in less than 30 days.



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