

NetCallidus case study: Emailcenter UK

The challenge

- ✓ Emailcenter UK is one of the UK's leading email marketing companies, with a client list including Andrex, Saga, P&O Cruises and National Savings & Investments
- ✓ For two years it was top of natural search engine results for email marketing. But SEO improvements by rival email marketing companies pushed Emailcenter's website down the list of results
- ✓ Ultimately Emailcenter UK's website dropped to the bottom of the fourth page of results

The approach

- ✓ NetCallidus first optimised the Emailcenter UK website. They changed the code driving the site so that search engines could read it more easily, and determine what it was about
- ✓ The firm then created a series of information articles about email marketing and placed these on hundreds of relevant websites across the world
- ✓ The thousands of resulting links back to the Emailcenter UK website increased its relevance in the eyes of the search engines

The results

- ✓ Emailcenter UK returned to its position at the top of search engines
- ✓ The business was so impressed with the results, it appointed NetCallidus as an official partner
- ✓ Mark Furber from NetCallidus said: "The difference between being on page one of search results and page four is significant. Page four positions attract virtually no traffic, and that has a significant effect on sales leads and of course revenue.

"The partnership we have with Emailcenter UK shows that even businesses in the marketing industry use NetCallidus to ensure their own websites perform."

Full press resources including images, logos and screenshots, are available online at www.netcallidus.com/press

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