

How Reform delivered an effective international search strategy for Angel Investment Network

The Brief

The Angel Investment Network (AIN) is a global community of entrepreneurs, start-ups and investors. Search can make or break a new business's foray into the online space. AIN had been running paid search since 2005, but Reform were appointed in 2008 to review and overhaul this activity.

The business wanted to be sure that it was maximising the opportunity in PPC, and also wanted to lower its reliance on this channel by implementing a thorough Search Engine Optimisation (SEO) strategy.

The Blueprints

Across most international territories, the brand was initially hard to find in natural search, due to the location of the websites' servers (US). But there was a growing contingent of user interest via PPC and members were signing up and succeeding in finding investment opportunities. The primary objective was therefore to broaden the visibility of the brand globally via search, and think outside the box in terms of targeting new audiences.

Reform developed a keyword strategy that would enable the brand to develop a presence beyond generic investment-related terms and to establish a presence in vertical business sectors such as IT/technology, agriculture and healthcare. We also designed content and generated coverage by writing customised articles on the investment market. This not only significantly improved the site's link strength but AIN were also cited as a useful source of information by the media.

Despite the backdrop of the recession, as a result of our SEO programme site traffic increased by over 100% while news sources around the world cited a sharp decline in interest in start-up businesses and in angel investment overall.

At the same time, Reform refined the PPC campaign and built more targeted landing pages. This led to an increase in volume conversions by up to 50% on some of the AIN sites, and a reduction in cost per conversion.

The Results

Reform drove a 100% increase in natural search traffic, between mid 2008 and mid 2009 and achieved #1 rankings for terms including "angel investors" "business investors" "angel investment" "business entrepreneurs" and "business investment" – in both the UK and in other markets around the world. Furthermore, AIN achieved first page rankings in Google for terms in multiple languages, including French, German, Portuguese and Spanish through Reform's activity.

Overall, Reform established and maintain a strong natural search presence for this client in Australia, NZ, Ireland, South Africa, USA, France, Spain, Germany, Brazil, India, Hong Kong, Singapore and other markets around the world. Reform have also identified strategies to reduce the client's cost per conversion in PPC across several markets, and have supported the in-house team in the effective delivery of these PPC strategies.