

The brief

SocialGO is a social network business which launched in 2009. Reforms' brief was to establish the brand online and to help SocialGO.com to become a destination to which brands and businesses go to develop their own social networks. Our primary objective was to help SocialGO.com to rank at the top of the search results for terms such as 'social network', 'social networking', 'create social network', 'business social network', 'social network software' and several other variations. Once out of beta, SocialGO became both a free and paid for service, and the brief was extended to digital strategy for overall revenue driving.

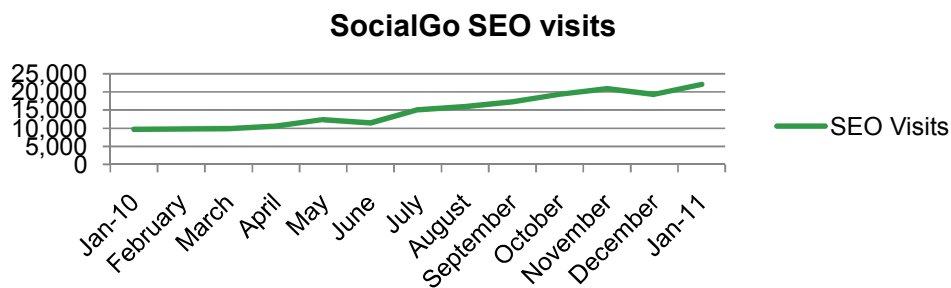
The blueprints

As a new website with low search engine traction, we first increased search traffic across a range of relevant popular search terms. Our main priorities for SEO were:

- Build a site to encompass as wide a range of targeted keywords as possible.
- Recommend site adjustments based on performance.
- Analyse competitors in the same sector and develop counter strategies.
- Target both the US and UK markets in SEO.

The results

SocialGO's search traffic to their sales site doubled year on year between March 2010 and March 2011. SocialGO now has first page coverage on Google for key terms such as, 'create social network', 'make social network', 'social network', 'social website', 'online community', 'social network software', 'free social network', 'social network websites' and several other related terms.



Site conversions have also increased, with improvements of 98% year on year for SEO traffic. Even when Hollywood movie 'Social Network' was at the height of its success, SocialGO maintained a first page ranking for this term.

Keyword	Visits in Jan 2010	Visits in Jan 2011	Percentage increase
Social network (with variations)	2,339	10,961	368%
Social network (exact term)	41	1,361	3220%
Social networking (with variations)	976	4,125	323%
Social networking (exact term)	10	253	2430%

With additional results from an integrated PPC strategy, Reform helped SocialGO generate a strong presence in the search marketplace.

What the client said

"Reform has provided SocialGO with an outstanding service that has got exceptional SEO results for us which have driven considerable traffic to our site. We consider them as an integral part of our team and will be working with them for a long time to come."