



A speech may last 60 minutes.  
Its impact can last forever.

## Maintaining Traffic Through a Website Redesign

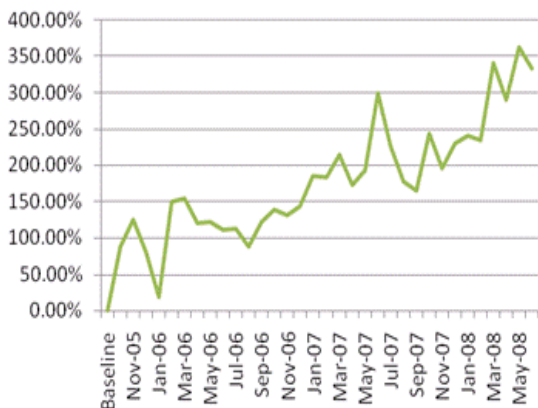
### The Challenge

Speakers' Spotlight, Canada's leading speakers bureau, approached Enquiro in 2005 for help with their search engine marketing. They wanted to make sure that when potential clients searched for the names of speakers represented by Speaker's Spotlight's, their web site would be prominent on the search results pages.

### The Solution

The approach Enquiro took involved analyzing the competitive landscape and quickly getting an understanding of the industry. Next, the web site's keywords and meta data were investigated and optimized. As further recommendations were implemented for optimizing the site, close monitoring of key metrics provided important data for measuring and improving the results. The effect was dramatic. Within 6 months of working with Enquiro, their site traffic had tripled.

% Variance in Visitor Traffic



*"Thank you so much for your in-depth analysis of our website and strategies implemented. The expertise you provide is so crucial to our long-term website initiatives."*  
Farah Perelmutter, CEO Speakers' Spotlight

In 2007, Speakers' Spotlight wanted to update the design of their web site. This process always has to be handled skillfully, or a successful web site may suddenly suffer a drop in popularity. It's not only a question of how the new user interface will affect visitors who hit the web site, but also how the search engine robots will index the new content and reposition the site in their indexes so people can find it in the first place.

Speakers' consulted Enquiro during the redesign phase to ensure that the new design would be optimized right from the start. When the new site was launched in October 2007, not only did it retain the traffic it had before, but traffic quickly showed an increase. By May of 2008, the site had set a new record, registering its highest traffic to date – a typical month gets now well over 300% more traffic than it attracted in 2005. Search engine referrals have increased substantially (e.g. Google 820%), and Speakers' Spotlight continues to enjoy strong organic search results from its web site. Enquiro continues to work with Speakers' Spotlight in the highly competitive organic search market, ensuring a positive return on the investment they've made in their web property.

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