

PR 2.0



How to get to No.1 on Google

1. CHALLENGE

IT support company Connect Support Services wanted to improve its natural search position on Google.

Rostrum designed and developed a PR 2.0 campaign for Connect, aimed at maximising the number of backlinks from highly-ranked sites, optimising all press releases with links, keywords, video content, etc. prior to distribution and engaging on a 1-1 basis with leading online voices (bloggers, tweeters, news sites, etc.).

2. RESULTS

- Connect leaps up Google rankings to become number one search result on Google for the search term "IT support" (previously page 3);
- Connect's Google Page Rank has improved from 4 to 5;
- 41% increase in the amount of traffic and 80% increase in time spent on www.connect.co.uk website during the PR campaign;
- Increase in the number of direct sales enquiries by telephone and email from virtually zero to 3-4 a week

3. CLIENT TESTIMONIAL

“As a result of Rostrum's PR campaign, Connect has risen to the number one listing on Google for the search "IT support" when we were previously on page 3.

Mark MacGregor, CEO, Connect