

## Case Study: B2B Site Doubles New Customer Acquisitions

**Electrospec** Electrospec is an internationally recognized electronic components company specializing in the supply of military and commercial components. Electrospec's large B2B website has an extensive array of standard and specialized products providing customers with a "one-stop solution" to all their wire, cable, and interconnect needs.

### SEO Situation **Poor Visibility and Rankings**

The redesign of Electrospec's large website meant that their content was hidden behind forms and embedded deep in a dynamic database. As a result, search engines such as Google were unable to see or index this data. Electrospec were concerned that without their content fully indexed in the search engines they wouldn't get the level of new traffic that they required to continue to grow their business. Furthermore they stood to lose millions in lost revenue.

### Challenge **Increase New Customer Acquisitions**

Electrospec's challenge was to become the leader in the supply of military and commercial components. In a highly competitive B2B environment this could only be achieved by having an even stronger focus on new customer acquisitions. Paid search campaigns had been somewhat successful in delivering new customers, but they were also time consuming and very costly.

Electrospec knew that organic search held lots of potential, but recognized that they need a scalable solution to maximize their performance in the search engines. They recognized that solving organic search engine visibility and ranking issues was the first challenge. The second was how to maintain and update their site's content, optimizing that regularly, as well as adapt to changes in the search engines' algorithms quickly and across their entire product range.

As SEO was not their core business, Electrospec sought experts who had a proven solution which would not change their content or impact on their IT staff's time.

### Solution **Next generation SEO**

YourAmigo's patented optimization service, Spider Linker<sup>TM</sup>, was chosen by Electrospec to gain full website visibility and maximize its optimization, while following all the rules of the search engines.

Spider Linker<sup>TM</sup> did not need to alter Electrospec's content in any way to optimize it. Hence there were no concerns that the solution would compromise the integrity of the site's content or the site's customer experience. Furthermore, Spider Linker<sup>TM</sup> required as little as one hour implementation time from Electrospec's own IT resources.

### Results **Revenue increased 200% - Marketing Spend Reduced 50%**

**Within 6 months of Spider Linker<sup>TM</sup> going live, Electrospec increased new customer acquisitions by 200%**

**The effectiveness and excellent return on investment of YourAmigo's Spider Linker<sup>TM</sup> solution meant that Electrospec were able to significantly downsize their paid search campaign. The YourAmigo campaign provided superior results to their paid search campaign and reduced their entire online marketing budget by a massive 50%.**

**Spider Linker<sup>TM</sup> has delivered a 200% increase in sales**



- **200% increase in new customers**
- **200% increase in sales**
- **Reduced online marketing costs by 50%**

**"With YourAmigo's Spider Linker<sup>TM</sup> we have cut our online marketing budget by 50% and doubled our sales and new customers in 12 months." – Ric Robins - CTO, Electrospec**