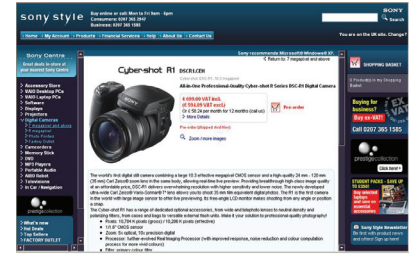
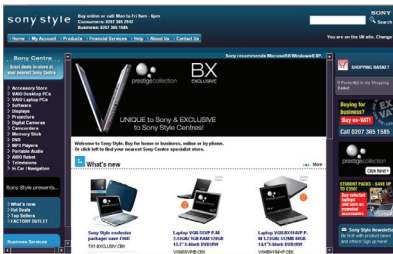


# Total Site Visibility at Sony Europe

## 800% Increase in Clicks



### OVERVIEW

One of the world's leading suppliers of consumer electronics, Sony Europe's dynamic websites are based upon complex session IDs and frame sets.

### OBJECTIVES

Resolve Sony Europe's web-site invisibility in natural search engines.

Optimise the whole site – not just particular landing pages

Keep up to date with site changes during new product/catalogue releases

Drive clicks and revenue

### STATUS

All SonyStyle Europe sites now visible, optimised and performing in organic search

Further roll-out of YourAmigo services and enhancements

### BACKGROUND

With considerable investment in its web-site infrastructure, Sony Europe was not seeing a take-up of web-pages into organic search engines such as Google and MSN.

In December 2004, the SonyStyle site had over 4,000 product pages but only 6 pages were visible in Google.

The underlying structure associated with essential session IDs from SAP CRM, use of frame sets and the overall dynamic nature of the site were three of the inhibitors to be overcome upon the SonyStyle eCommerce platform.

This reduced site performance and restricted sales in the important organic Search Engine market.

### SOLUTION

YourAmigo's patented optimization service, SpiderLinker, was chosen by Sony to gain full web-site visibility and essential optimization without the need to create secondary sites or mirrors, whilst still maintaining integrity of the session IDs, dynamic site content and customer experience.

The project started in December of 2004 with the objective of achieving full implementation within 4 weeks. This was achieved with the results shown on the right.

SpiderLinker has delivered increasing click rates each month simultaneously across five European sites.

### ONGOING

Continual optimization using highly targeted keywords and phrases using our unique showcase capability

Auto-updating using SpiderLinker 's unique capabilities

### RESULTS

Full site visibility of all product pages achieved in 4 weeks

First pass optimisation completed at same time for every product page

January 2005 – 6 weeks from project completion – over 50% of site visible in Google

Steady increase in traffic since implementation

Pages performing across the site – irrespective of language

800% increase in natural clicks to site with SpiderLinker pages

Significant increase of on-site sales through natural search

Month by month increase in new customer base

Very low Advertising Spend to Sales Ratio

Ian Bentley, eMarketing Manager, Sony Europe

**“YourAmigo has delivered a comprehensive SEO campaign that has overcome the technical barriers that ‘other experts’ said could not be resolved. The results have been swift and impressive making SEO an essential part of our online media mix. ”**

YourAmigo is a global organisation working exclusively in the Search Engine Marketing Sector. Our innovative “Whole Site” approach to web-site visibility and automated optimization gives a unique capability, quickly rolled out and driving business to the web-site investment already made by your organisation.

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