

Problem =

- Little or no organic traffic was going to the two Onetel brand websites – “Just Dial” and “RateBuster”.
- Very reliant on paid for listings to get traffic to the site and this was proving expensive.



Challenge =

Getting the sites internally and externally optimised for generic “cheap call” searches and very specific destinations with high premiums/margins and high volume and therefore higher ROI.

Our approach =

- Equi=Media worked on the internal structure of the sites so they were SEO friendly for high volume searches such as “cheap calls”. Next, this strategy was expanded into the more refined product searches and targeting destinations based on their ROI.
- This was achieved by devolving specific SEO content based on the most profitable destinations and also advanced linking – encouraging deep destination links



The result =

- Sites were SEO friendly within one year and 65% of all traffic was found to be coming from organic searches.
- Over 50 top 10 positions across the main search engines. Including – ‘Cheap Calls’ and ‘International Calls’.
- Targeting destinations searches since Sept 06 has resulted in a 30% increase in organic traffic from to May 07 and improved ROI by 900%

