



STRATEGY. DESIGN. RESULTS.



Challenge

[AtHoc, Inc.](#) offers net-centric mass notification and emergency communication systems to a growing number of customers across numerous market segments. Their product has been proven reliable in countless instances where lives were at stake and reliability was absolutely critical. They compete in a market space where the consumer is sometimes unaware of the rigorous and ongoing efforts required to ensure that the system will work when a disaster strikes. As an industry pioneer, AtHoc places great value in their role of helping to educate consumers and better enable them to make the right choice on this all-important purchase.

In order to accomplish this, AtHoc must be highly visible across all major search engines for the terms most likely to be used when a potential buyer begins researching these products.

Solution

Knowing that AtHoc already has a world class website that is well suited to their primary market verticals, we were able to dive right into the details of SEO improvement. [Core and More Technologies](#) held a short series of meetings with key AtHoc marketing personnel – what we call our “SEO Ideation Process”. Through this exercise, we discovered that the site was not optimized to position them on the search terms potential customers were most likely to use. We call these terms “optimal keywords”. We also discovered that certain elements which contribute to a well optimized site were either missing or not being leveraged to their utmost potential.

In order to yield the highest possible success, these results must be intelligently combined with the current vertical market strategy. With this critical information in hand, and having achieved full consensus through our proven SEO Ideation Process - we moved forward confidently and began implementing the changes and updates across all AtHoc internet marketing channels.

Result

In our first month of the engagement, AtHoc has witnessed a proven ***65% increase in traffic to their site*** - as measured against trailing months. In doing this, we have effectively expanded the target audience to reach an entirely new set of prospects. Across the board, we are witnessing an improvement in the terms we specified and as a result - driving a higher level of interest in the markets that AtHoc serves.

Not only that, [Core and More Technologies](#) has also introduced an increased level of transparency and intelligibility to the assessment of that traffic. We have implemented:

1. **Form Submission Tracking** - An overhaul to "goal" conversions to better track the interest level of visitors to the site
 - A "goal" is represented by a visit to the site, and then the submission of one of the site's form's requesting various types of additional information
2. **Lead Generation** - A bi-weekly distribution of traffic results, categorized by the primary market verticals we became familiar with through our SEO Ideation Process and designed to be of impact to the sales team
3. **Weekly Progress Reports** - Professionally formatted and personalized reports depicting the progress of our revisions and tracking across such key metrics as:
 - Keyword Rank
 - i. By Keyword
 - ii. By Search Engine
 - iii. By Keyword Efficiency Index
 - iv. Historical Data

Our reports also include a trailing graph summary so that progress is clean, traceable and accurate.

"We are very excited about the early success we have been able to assist AtHoc in accomplishing. By increasing their visibility across the major search engines, consumers will be much more likely to discover a website that will educate them about the technology which drives a leading, innovative system and a product proven to work in the most extreme circumstances. So we are not only optimizing a website for the search engines, we are helping to save lives. We are proud to have been given this opportunity and are pleased with these early results!"

Andrew M Young
President
[Core and More Technologies, LLC](#)