

Case Study

Zoll Medical Corporation

Overview: Zoll Medical Corporation develops and markets resuscitation devices and related software solutions. Zoll's corporate mandate was to increase its presence, strengthen the brand and generate greater sales leads through its website. Due to poor visibility within the search engines, this objective was not being fulfilled.

Strategy: A full website analysis was performed identifying site wide hurdles impeding the property from ranking higher in the engines. A comprehensive SEO strategy was implemented, adjusting core facets critical to search engine spiders, such as traffic rich keywords, site-wide content, linking and coding elements.

Results: Zoll experienced a 411 percent increase in direct referrals for targeted phrases between March, 2006 and September, 2006. The website is now found by two traffic rich phrases on page one of Google, three traffic rich phrases on page one of MSN, And two traffic rich phrases on page one of Yahoo.

Testimonial: "Metamend's professionalism and vast knowledge of Search Engine Marketing had a direct and immediate impact on our web presence. We now sit within the top ten listings at the major search engines and significantly increased our market penetration. As an added bonus, Metamend enlisted us with Enquisite, a powerful analytics tool that tracks and measures location specific site visits. Not only do we use Enquisite to measure the effectiveness of our online marketing campaigns, it allows us to judge how our traditional marketing campaigns (print, radio etc.) perform towards web traffic."

- Heather Hilty, *Communications Manager*, Zoll Medical Corporation

Site URL: <http://www.zoll.com>



Google

Keywords

zoll medical - #1
cardiac support pump - #3
aed -#4

Yahoo!

Keywords

zoll medical - #1
cardiac support pump - #6
aed comparison - #7

MSN

Keywords

zoll medical - #1
cardiac support pump - #5
aed -#6
wearable defibrillator - #7