



## **PAGE TRAFFIC**

### **Parature's Case Study**

**PageTraffic**

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**Case Study 2: Parature Inc.**

**PARATURE**

Parature Inc.

(<http://www.parature.com>)

**Client Testimonial:**

"Page Traffic has been #1 in helping us optimize our rankings across different search engines. We have been extremely satisfied with their overall services as they have surpassed our expectations. Their services are both cost-effective and outstanding. We continue to expand our business relationship with Page Traffic and would be happy to recommend them to anyone who is looking to improve their search engine marketing."

Duke M Chung

Parature Inc.

**Company:**

Parature is a innovator of online support software. They specialize in assisting companies improve their internal and external support and simultaneously reduce the expenditure they usually incur on support software. The company headquartered in Reston, Virginia, has extended hosted help desk software to countless businesses across the globe at affordable prices.

In order to extend their client base, they decided to get their website search engine optimized (SEO) as this would be the best way to reach out to a broader clientele. In their relentless hunt for an efficient SEO company, they decided on Page Traffic and signed us up in February 2004.

**Challenges:**

The website of Parature was always on page two of the search engine results and their objective was to achieve one of the top five positions. To begin with they wanted their site search engine optimized for three sets of keywords. The keywords are:

- Help desk software
- Customer support software
- Customer service software

Gradually, with their increasing trust in our services, they extended the keyword list to include fourteen keywords.



The other problems regarding their website was the lack of keyword rich content. Moreover, they were using include files that was also faced with a deficiency of keywords.

**Solution:**

In order to ensure high rankings to Parature, The Page Traffic team had to make copy changes in the content of their site. Also, the text in their include files had to be revised. Parature noticed remarkable results post SEO campaign conducted by Page Traffic.



Parature got record number of visitors after their site got an impressive placement in the Google SERP (Search Engine Result Page). Their sales through their website increased by 50% and 52% of their traffic came through the major search engines. These results helped them in beating most of their competitors.

Results:

Page Traffic assisted Parature Inc. in getting the following results:

Placement among top 5 in the Google SERP

Sales through website increased by 50%

52% traffic coming from the major search engine

They beat most of their competitors

Keywords	Search Engine		
	<u>Google</u>	<u>Yahoo</u>	<u>MSN</u>
Help Desk Software Solution	5	13	11
Help Desk Tracking Solution	2	4	3
Customer Support Software	7	5	9
Help Desk Software	1	4	5

[Updated rank report available on request.](#)