



# PageTraffic

GET NEW CUSTOMERS EVERYDAY!

PageTraffic is one of the most respected search marketing agencies today. Having started in 2002, PageTraffic has already worked for more than 2000 clients across 22 countries. PageTraffic helps businesses achieve top ten rankings, get qualified traffic and generate exponential sales.

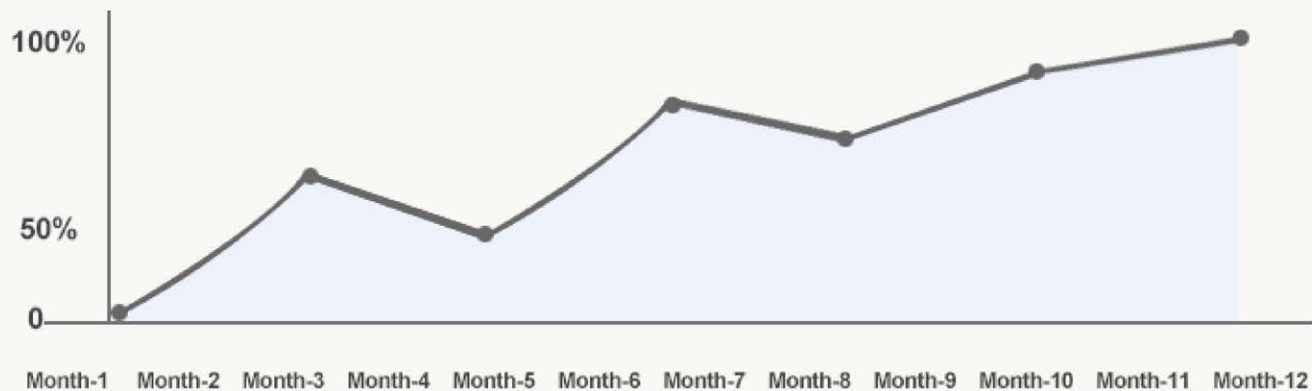
# 100% search dominance delivered to an online ticketing business in the US

Industry: Online ticketing

Engaged for: Devt, Content, SEO

Market: USA

**100%** Search Dominance



**100% search dominance delivered to an online ticketing business in the US**

## CAMPAIGN BRIEF

This project started as an idea, just an idea. There was no website, no mailing list, no launch pad.

The client wanted to set up a business in online ticketing, which was starting to look like a very promising industry in the US then. But given that there was no roadmap, everything had to be built ground up.

The project involved carrying out a market research, doing the competitive analysis, setting up a website and drive enough traffic and sales to make the business profitable. They mailed us, just like they mailed tens of others.

We didn't know what we will find, but we knew where to look. It was also the comprehensive and clear outline of our proposal and subsequent communications that help us get the project.

## CHALLENGES

Setting up a new business in a new segment throws up unexpected challenges. There was no improved analytics or completion analysis tools in those days. So, a lot had to depend on solid strategy.

First of all, we had to build a website that was scalable and robust. Given that this was going to be a site that will see fresh additions of content, image and functionality on a daily basis.

Secondly, though the segment was not quite settled, there were a few big competitors who took an unfair share of the market. We had to have a strategy in place that could place our client in the big league real fast.

Thirdly, due to initial budget constraints, PPC was out of the question. This meant that we had to work on a brand new site and find ways of driving organic search rankings and traffic in less time.

Lastly, all the existing ticketing sites were exact replicas of each other. We had to create a differentiation to attract more visitors as well as to establish a long term brand identity.



## SOLUTION

On a project of this scale, implementation was going to be the deciding factor. A strategy on paper, no matter how brilliant, had to be executed right to deliver the results.

So to start with, we decided to develop the website on .net platform. It was stable, scalable and could be customized the way we wanted. Due to the extensive development schedule as well as the constant scaling up of the website, the client hired two full time developers who were working dedicatedly on his projects.

Once the site was complete, we quickly moved to the next step in implementing the strategy. MSN and Yahoo were established search engines but Google's rise was no longer a surprise. Rankings algorithms were clearly guided by content and links, though each search engine placed different amount of emphasis on each.

So, our strategy was to create content and links at a pace which was fast enough to deliver the rankings and avoid any penalty. While in terms of the task was simple, through extensive, it was content that posed a problem. There was no way we could add so much content on a ticketing site....unless we created unique descriptions of the events and artists that the client was selling the tickets for.

We had found the magic formula and it worked like one too. Soon, the client had five full time writers who created unique descriptions on a wide range of topics every day. The client loved it and so did the search engines.

It also made the site sticky. It soon became one of the most trusted and extensive resources for all sorts of information on artists, bands, sporting events, concerts and Broadway shows. This had a direct and positive impact on the conversion and sales figures.



Within 6-8 months, we were on top of the search engine for the most competitive keywords. The client broke even and made his first profits within the first year itself.

## RESULTS

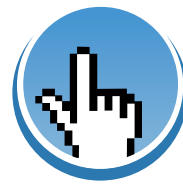
To sum up, Page Traffic assisted the client in achieving the following results:



Establish business in a market dominated by authority sites in record time

10  
TOP

Stable top rankings that continue to dominate page 1 for a range of most competitive terms



LET OUR EXPERTS ASSIST YOU IN IMPLEMENTING DATA DRIVEN & RESULT ORIENTED DIGITAL MARKETING IDEAS.

## About PageTraffic

PageTraffic is an award winning Digital Marketing Agency, having served 3000+ clients since 2002. It has helped small businesses & big brands to dominate search, get engaged socially, and drive business online.



1-800-718-7603



[sales@pagettraffic.com](mailto:sales@pagettraffic.com)



[facebook.com/pagettrafficinc](https://facebook.com/pagettrafficinc)



[twitter.com/pagettraffic](https://twitter.com/pagettraffic)



[plus.google.com/+PageTraffic](https://plus.google.com/+PageTraffic)



[youtube.com/user/pagettraffic](https://youtube.com/user/pagettraffic)

## PageTraffic

### New Delhi

15th Floor,  
Eros Corporate Tower,  
Nehru Place, New Delhi -110019  
Ph.: +91-11-64621444  
Fax: +91-11-64621555

### Mumbai

Raheja Centre Point, 2nd Floor,  
294 CST Road, Near  
Mumbai University, Kalina,  
Santacruz (e), Mumbai -400098  
Ph.: +91-22-65612410

### Chicago

1024 N Western Ave  
Chicago, IL 60622  
Ph: 800-718-7603,  
Outside US: 1-704-380-0113  
Fax: 413-382-5798

### London

Suite 15594,  
Lower Ground Floor  
145 - 157 St John Street,  
London, EC1V 4PW  
Ph.: 020-8144-2603