

# PPC Case Study: Bookarmy



www.bookarmy.com



A new social networking site for book lovers – never read a bad book again

## aims

As a small start-up site, Bookarmy needed a boost of traffic upon the site's launch to bring users to interact with the site and kickstart the community. The client wanted a PPC with specific conversion targets and budgetary restraints, and in the long term the site was looking to bring organic traffic from a highly competitive market.

## action

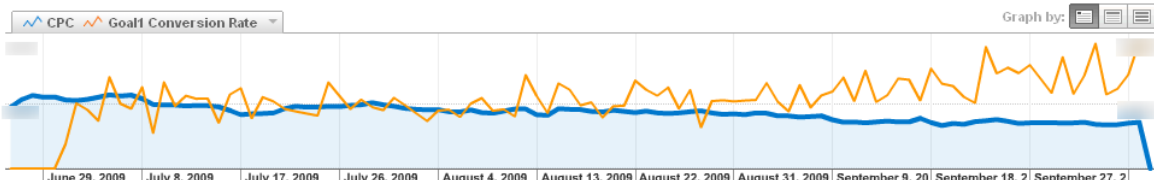
Restructure of site metadata and navigation to be search engine friendly  
Strategic research of keywords and target areas for PR and PPC, as well as advice on link bait articles and ideas  
Development of pay per click (PPC) quiz to drive competitive keywords at a cheaper cost-per-click – tailored to conversions  
Premium linkbuilding to build initial link equity and page rank  
Bespoke Online PR to promote the site and new developments

## results

Site visitors up 70% in just six months  
Organic search engine traffic quadrupled over same period  
PPC now well above targeted average conversions at a very low cost-per-click  
First page ranking for a number of excellent generic terms including "book recommendations" and "free book reviews"  
Registrations through search engines up 120%



To drive the best converting traffic to the site we created a specialist pay per click quiz



Day by day the CPC (blue) has dropped to a figure nearly half of the maximum spend per click set, whilst registrations (orange) have increased significantly since June