

SEO Case Study: Bookarmy



www.bookarmy.com



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



aims

Bookarmy wanted to optimise the site's 4million pages and the basic structure and navigation to be search engine friendly

In the long term Bookarmy wanted to promote the site online and bring increasing organic traffic to the site

With a highly competitive market we were looking to promote the site for long tail search terms results and carefully targeted keywords

Management of PPC campaigns (see Orchid Box PPC case studies)

action

Restructure of site metadata and navigation to be search engine friendly

Strategic research of keywords and target areas for PR and site content, as well as advice on link bait articles and ideas

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 cost-per-click half of target

First page ranking for a number of excellent generic terms including "book recommendations" and "free book reviews"

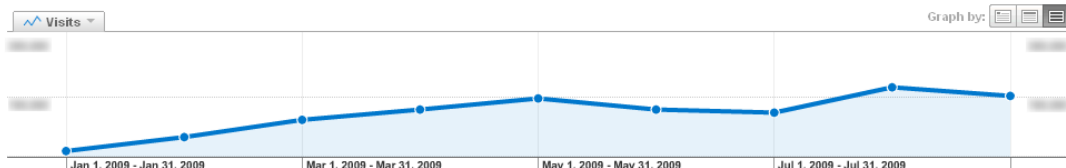
Registrations through search engines up 120% in six months

[Book Recommendations](#), [Book Reviews](#), [Book Clubs](#), [Similar Books ...](#)

We can tell you what to read next. See what your friends and your favourite authors are reading. Live book charts and free ebooks.

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Bookarmy has consistently risen up the keyword rankings for targeted terms such as "book recommendations" – terms like this now bring organic traffic to the site



Site traffic has followed a monthly rising trend since the launch in January – with extra peaks due to particular strong site referrals – traffic is on course for its highest monthly figure yet in October