



Circle of Professional Clairvoyants

“Due to the efficiency and knowledge of Impact Media, my company is spending 50% less on PPC yet achieving far better results. Following a website evaluation (and continuing evaluation) the suggestions made by Impact Media were implemented. This resulted in a huge rise in our website’s rankings on the major search engines.

Impact Media are, in my opinion, the best in the business and I am more than happy to trust its team!”

Keith Ward, Managing Director

The Circle of Professional Clairvoyants was established in 1999 by Keith Ward to provide a higher standard of clairvoyant consultations. They employ a team of experienced psychics who provide insightful remote readings to a worldwide clientele.

As an established leader in a highly competitive market, the Circle of Professional Clairvoyants recognised the need to develop their online presence to stay ahead.

Targeting higher search engine rankings (SEO) as well as expert management and optimisation for their Pay Per Click campaigns (PPC), they contacted Impact Media.



Circle of Professional Clairvoyants Case Study

Project Background

With an existing site already in place that had a reasonable performance, the Circle of Professional Clairvoyants wanted to take it to the next level. To do so though they needed to improve online visibility, both in terms of their search engine rankings and Pay per Click campaigns.

Objectives

- Improve rankings for key terms in search engines
- Professionally manage and optimise PPC
- Boost site traffic

Solution

Impact Media worked closely with Keith Ward from the Circle of Professional Clairvoyants to ascertain his objectives and pinpoint where the site could be strengthened. Together we defined new key terms and began implementing changes throughout the website to begin optimising it for search engines. To help improve the site's linking profile, we also recommended our Article Writing service, where we produce monthly articles for submission and syndication on the client's behalf.

The PPC campaigns were already up and running, but they just weren't converting as Mr. Ward would like. Impact Media's search specialist immediately went to work defining new key terms and finding negative keywords to help improve the Click through Rate (CTR). New campaigns

were set up whilst old ones were refined to help them target the most relevant searches.

Outcome

The Circle of Professional Clairvoyants saw immediate results. Total traffic increased by 42% in the first five months, whilst visitor numbers from search engines improved by 71%. The impressive initial results were followed by consistently high levels of traffic, bringing more people to the site and expanding the numbers of clients using their services.

Today, still working with Impact Media, the Circle of Professional Clairvoyants' SEO and PPC campaigns are as strong as ever and continue to benefit from the expertise of our professional search specialists.

Website Traffic Increase

