

## Sample Entry:

1. **Who/what was the client/brand/product/service that was the focus of the campaign?**

Access Intelligence

2. **Describe the end-user client, what they do, and the industry that they serve.**

Access Intelligence is a leading worldwide information and marketing company that provides business intelligence and integrated marketing solutions in nearly a dozen global market sectors. With a customer-centric culture dedicated to editorial excellence and marketing integrity, Access Intelligence serves business professionals worldwide with a vast portfolio, including events, e-letters, data and digital products, webinars, social media, awards programs, magazines, and e-media solutions.

3. **What were the goals of the campaign?**

To develop an SEO strategy and optimize search engine performance for the brand across the board (local, global, mobile, etc.), with a goal of increasing our number of page one listings on Google from 25 percent to 40 percent of top keywords, and increase organic Web traffic by 17 percent.

4. **What challenges did the team have to overcome during the course of the campaign?**

Our team conducted an eight-week SEO audit focused on anything that was inhibiting SEO performance. We also conducted a quality review focused on making sure our site and content were consistently findable, accessible and useful to web consumers. After the technical audits were complete, our team focused on maximizing organic search performance, social media SEO and content strategy.

5. **Describe the role technology solutions played in the campaign's success.**

Example Tech SEO solutions helped our team in developing and implementing SEO strategies. By optimizing our site to achieve top natural search engine rankings for targeted keywords, our tech partner helped increase our presence on a broad variety of search engine results pages, resulting in an increase in exposure alongside paid search ads. Optimized content was also back-linked to raise our rankings and increase customer conversions.

6. **List any technology partners instrumental in the campaign's effectiveness. Please include a contact for each partner listed.**

Example Tech, Inc. Jane X, [janx@exampletechinc.com](mailto:janx@exampletechinc.com) (555)555-5555

7. **How did the campaign perform? What were the results? Please quantify and be as specific as possible. Entries without qualified evidence will be penalized.**

Within six months of implementing the program and SEO technology, we saw an increase in organic web traffic of 25 percent, with an overall program ROI of more than 300 percent, with corresponding increases achieved in audience engagement. Page one Google listings were up 44 percent.