

### **Background and Problem**

The charity was at the early stages of raising funds for a national project. They had realised that their existing web site was actually harming their reputation due to its uncontrolled management and was not appearing on the major search engines and directories – particularly Google and Yahoo

### **Actions Taken**

A team was put together consisting of a technical expert who understood search engines and a manager / word smith who could produce the content and manage the change process of the site.

The 2 key search phrases that they wished to be seen under were identified with charity.

The available content (words and pictures) were structured in a way to be attractive and informative to site visitors. Significant extra material was generated in discussion with many of the charity partners.

The initial web site was designed and approved and launched within 2 months of the project starting. Regular updates are now done every month to both maintain interest to visitors and to make more attractive to the search engines.

### **The Result**

In less than 6 months the charity was in the top ten places in Google both in the UK and world wide and number 1 on Yahoo for the 2 chosen phrases.

For minimal monthly outlay the charity has now got an up to date web site reflecting the current state of the project which is getting over 1500 visitors per month.

The trustees have put in writing their delight at the progress of the web site.

**If you want to find out more about any of the areas covered in this case study  
and how we can support your business – contact us today.**