

EMBOODO - ARUBA CASE STUDY

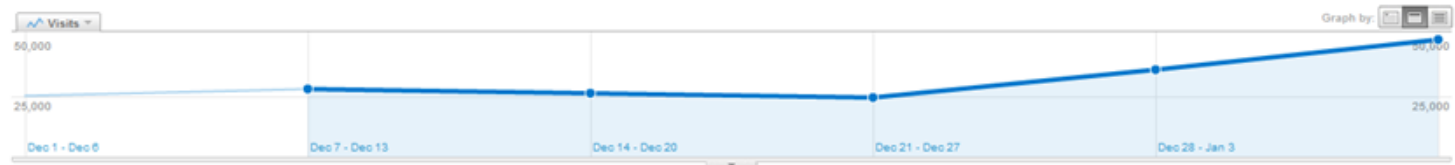
TECHNOLOGY AND PERFORMANCE BASED SEO



Initial SEO

- Emboodo began working on Aruba.com to facilitate a migration for a site with over 200,000 pages from the old .php based website to a new, updated one resting on a .net platform.
- Emboodo ensured safe SEO integration and increased organic traffic.

Search Engines



Search sent 189,509 non-paid visits via 21 sources

Show: non-paid | total | paid

Technological Process

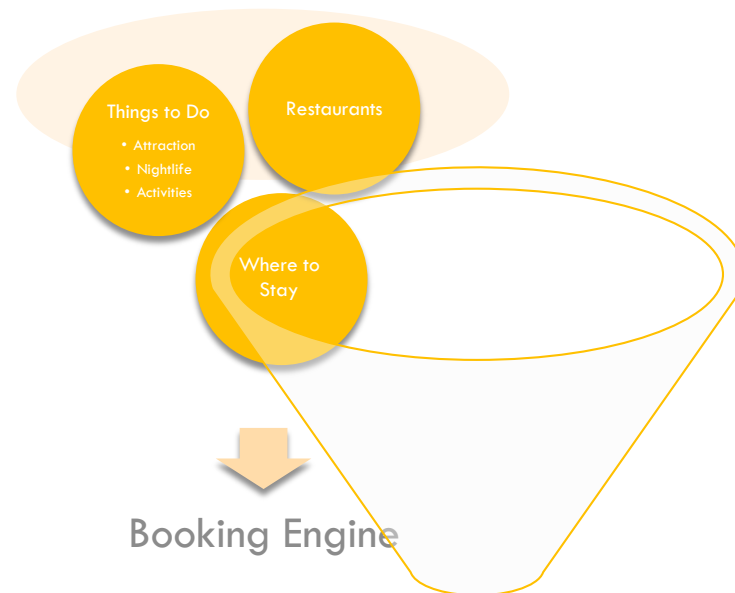
- Embodo created guidelines for the developers and worked closely with the team to ensure that Aruba.com SEO was enhanced, and not harmed.
- Migration from the old to new site was an extremely complicated process. Embodo's strong technological experience was crucial to the projects success, and allowed us to understand the IT infrastructure.

Technological Process

- Some of the technological processes Emboodo implemented include:
 - **W3C** is a standard code that helps robots and human to better-faster read and display websites. By improving the sites W3C compliance, Emboodo enabled Aruba.com to display faster on any platform (cross platforms: IE, Firefirefox, mobile, etc...)
 - **301 Redirects** are the only code that search engines completely understand when indexing a site. Setting up permanent redirects from the old to new site, ensured that both incoming traffic and search engines reached the new website.
 - **404 Error Pages** display when pages are not available. In order to prevent 404 pages from harming Aruba.com, Emboodo recommended Aruba.com install log files on the web server, implement appropriate redirects, and block search engines from indexing the pages in robots.txt pages.

Technological Process – Funnel

- Embodo worked with the Aruba.com team to define goals and funnel traffic to certain pages based on our deep understanding of the flow of a user.



Site Updates

- After establishing the new site, Aruba.com implemented a 3 Phase update.
 - Phase I – Site restructure
 - Phase II – Search by filtering system and profile enhancements
 - Phase III – Update friends network
- By working closely with the technology and content team for each phase, Emboodo ensured not only a smooth transition, but an increase in quality visitors.

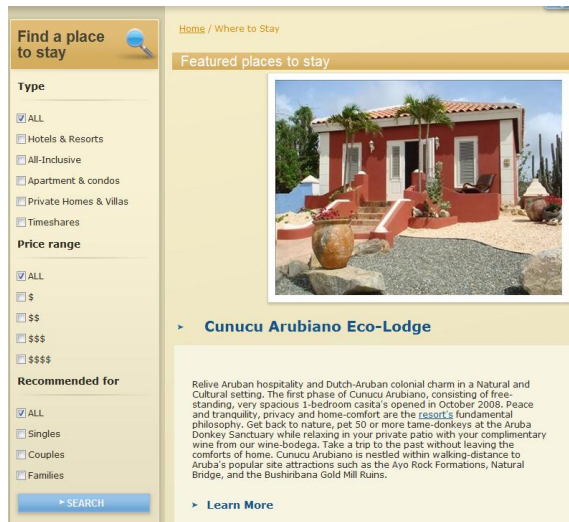
Performance SEO

- Embodo employs “Performance SEO” in order to track, analyze and react to results in real time.
- This strategy allows Embodo to bring quality traffic and increased member registrations to Aruba.com.



Performance SEO Success Metrics

- The following slides visually describe some trends on Aruba.com.
- Embodo utilizes web analytics to build on these trends and funnel targeted traffic to the website.



Rise in traffic by U.S. states

The table below details the U.S. states with the greatest increase in traffic to Aruba.com. It is interesting to note that the states with the greatest percentage increase are from the South – Florida, Georgia and Texas.

Visits		Pages/Visit		Avg. Time on Site		% New Visits		Bounce Rate	
2,779,308		5.52		00:04:07		73.91%		43.96%	
Previous: 2,762,779 (0.60%)		Previous: 5.51 (0.20%)		Previous: 00:04:25 (-6.81%)		Previous: 66.59% (10.99%)		Previous: 34.80% (26.33%)	
Rank	Region	Visits	Individual Region	Visits	compared to Jun 30, 2007 - Feb 28, 2009	% Increase			
1.	Florida	736,611				3.90%			
2.	Georgia	236,988				5.38%			
3.	Texas	234,007				0.15%			
4.	Alabama	186,612				15.62%			
5.	South Carolina	171,207				14.28%			
6.	North Carolina	160,438				0.22%			
7.	Virginia	115,360				20.56%			
8.	Illinois	102,839				4.13%			
9.	Mississippi	96,846				1.06%			
10.	West Virginia	52,220				7.52%			

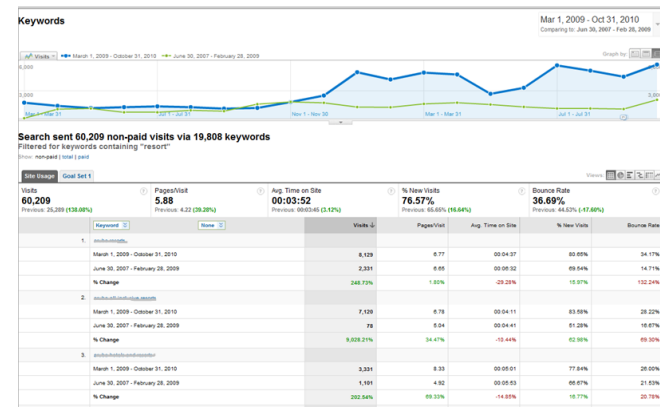
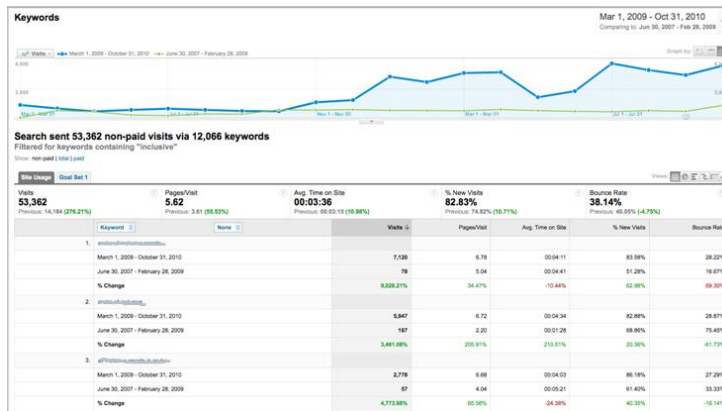
Rise in traffic by Country

The majority of traffic to Aruba.com is from the U.S. However, the site also generates traffic worldwide. The table to the right shows some of the countries whose traffic to Aruba.com has increased with the new site.

March 1, 2009 - October 31, 2010	28,100
June 30, 2007 - February 28, 2009	21,759
% Change	29.18%
(not set)	
March 1, 2009 - October 31, 2010	21,990
June 30, 2007 - February 28, 2009	6,445
% Change	241.19%
March 1, 2009 - October 31, 2010	220,369
June 30, 2007 - February 28, 2009	195,826
% Change	12.53%
March 1, 2009 - October 31, 2010	14,457
June 30, 2007 - February 28, 2009	13,668
% Change	5.77%
March 1, 2009 - October 31, 2010	13,457
June 30, 2007 - February 28, 2009	13,241
% Change	1.63%
March 1, 2009 - October 31, 2010	13,336
June 30, 2007 - February 28, 2009	12,256
% Change	8.81%
March 1, 2009 - October 31, 2010	12,992
June 30, 2007 - February 28, 2009	12,253
% Change	6.03%

Keyword trends

- Tracking keywords allows Emboodo to understand the most effective words to focus on for both on-page and off-page optimization.
- Through an in-depth analytical review of the keywords being used to arrive to Aruba.com, Emboodo found that “resort” and “inclusive” displayed the sharpest increase over a year span.



Aruba SEO Summary

- By combining technological methods with creative marketing techniques based on actual results, Emboodo increased targeted visitors to Aruba.com
- Emboodo's SEO for Aruba.com enabled the site to be introduced to a greater number of visitors from various places(geo-location, social sites, search query)
- Emboodo continues to analyze Aruba.com results, and modify activities based on performance.



Boost Your Online Performance



Emboodo's technology and performance based SEO used on Aruba.com can also increase your rankings and goal fulfillment.

[Contact us](#) for a free website analysis.

