

experience relevance



Outrider Case Study - ASX

Using Podcasts to Drive Additional Traffic Sources to ASX

Outrider

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The Challenge

The ASX enjoys a unique position in the market as being a long standing site with content that is synonymous with the investment community. Driving additional traffic to a site that already enjoys almost full market saturation was always going to be difficult.

Further to this was the approach ASX had taken to their investment of time to SEO – Why invest in a channel already exhausted of opportunity?

The Strategy and Tactics

Outrider does some of its best work with long-standing clients, and when ASX asked how they could attract new traffic to their site, Outrider took a serious view into the investment market as a whole, and how best to prioritise their time working with the ASX.

The resulting strategy was one that utilised best practice SEO techniques while looking at deeper level content pages to garner new traffic streams. Among many of the SEO recommendations, was the work done to distribute Podcast content being produced by the ASX team. Podcasts appeal to a younger audience for their accessibility through popular devices such as ipods and other music devices.

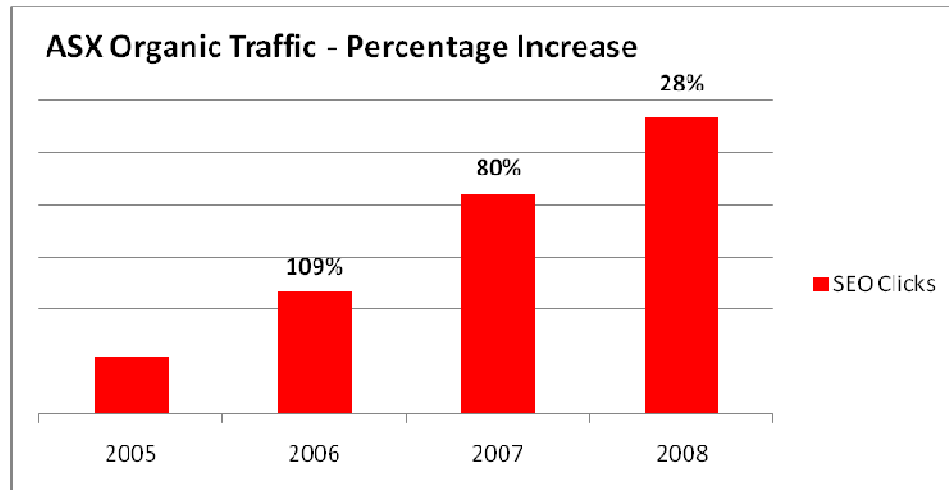
With this in mind, the Outrider SEO specialists went on to research and develop a strategy to distribute podcasts for the benefit of organic search traffic. In addition, this strategy focused on the syndication of these podcasts to relevant sites in attempts to drive additional, referring traffic to the ASX website whilst increasing visibility of the podcasts.

Through the utilisation of natural SEO practices and out of the box strategies such as Podcast submissions, ASX has been able to empower greater visibility through the search engines.

The Results

Over the last 12 month period, ASX has enjoyed a substantial 28% growth in traffic to their website. Many thousands of the podcasts have been downloaded through numerous distribution channels, and young Australians are engaging with an incredible investment vehicle for their own future.

The ASX site continues to build and develop new podcasts to engage with and educate their customer base.



Testimonial

"Outrider's expertise has been invaluable to the ASX search strategy over the past few years and has resulted in some impressive search results, particularly regarding new products and new media. The team at Outrider continues to strive for results beyond expectations and is a pleasure to work with."

Liz O'Toole,
ASX

Who We Are

Experience and search marketing that delivers insight, immediacy and impact.

Outrider is Australia's largest search engine marketing partner, representing a number of top 100 advertisers. We ensure every client benefits from our advanced strategy capabilities, distinct client service model, global presence and more than a decade of experience. We provide a holistic search experience our partners encompassing paid, search engine optimisation (SEO), paid inclusion and mobile search.

Outrider is an industry leader providing you with the knowledge, trends and relationships you need to target your audience more precisely and connect customers with your brand.

Outrider is a WPP company and a division of GroupM. No other search agency has the experience and multichannel resources available to provide you with the seamless integration of search into your overall marketing mix.