

experience relevance



Outrider Case Study – Eastern Nomad

Improving Search Visibility Through The Power Of Video Search

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The Challenge

While Eastern Nomad holds a strong position in the portable buildings market, the 'more permanent' buildings market was identified as an increasingly profitable area. Eastern Nomad wanted to continue to drive healthy search engine traffic to its traditional 'site shed' style offerings whilst raising awareness and profile for Eastern Nomad's capability to construct high quality modular buildings that rival regular building techniques.

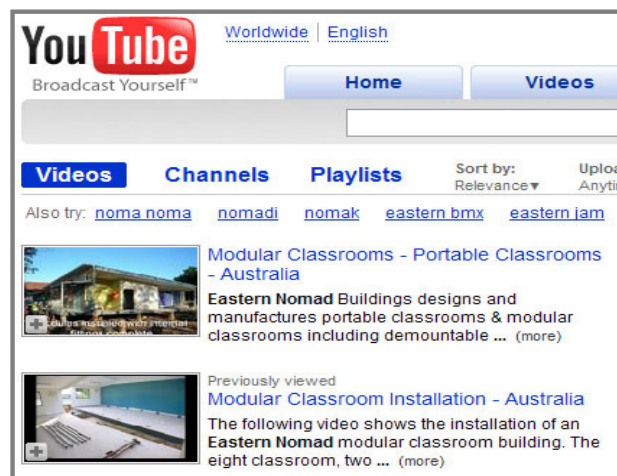
The Strategy

Outrider offered Eastern Nomad a strategy that engaged with the current construction site shed and temporary building audience whilst attracting new visitors, particularly those looking for permanent school building installations.

One of Outrider's recommendations was to build a new site (www.siteshedsales.com.au) that incorporated an auction system to develop new channels of sale for existing portable building stock. Compared to auctioning buildings through traditional methods this offered time and money savings. Having utilised best practice SEO techniques and proven strategies the Site Shed Sales site went live in late May 2008. The result was that almost all stock was sold or auctioned within 2 months!

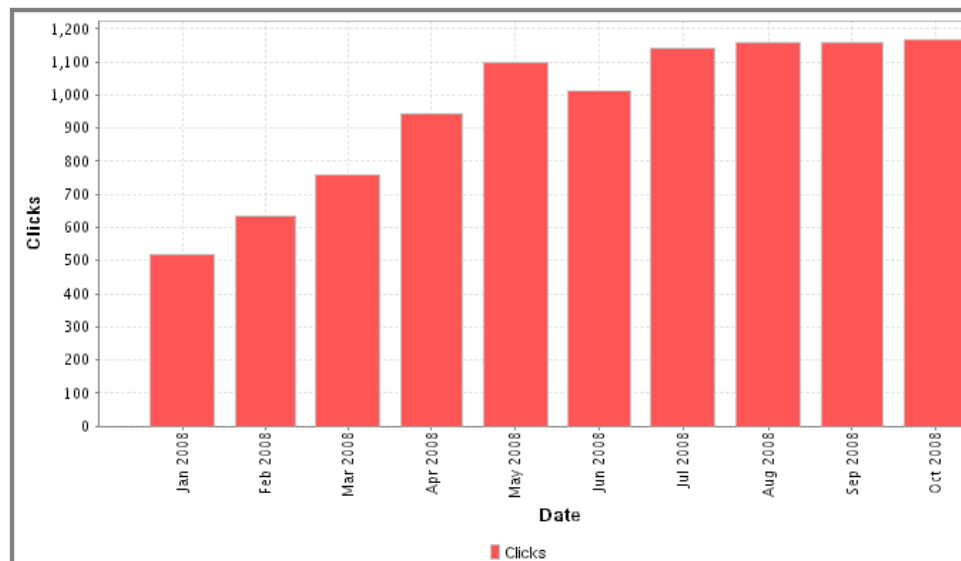
To capture the attention of school bursars and planning committees, Outrider provided support and technical recommendations to produce several videos promoting the benefits of modular building design with the aim of targeting NSW independent schools. Video appeals to an audience by providing an engaging experience online and offers new ways to generate traffic to the Eastern Nomad site, not to mention increasing conversions! Outrider maximised the optimisation opportunities that video provides and continues to recommend this as an effective strategy to capture the target audience for Eastern Nomad's goals. Taking the online strategies offline the Outrider SEO specialists were able to produce a promotional DVD, using the online video, which Eastern Nomad then used in its promotional displays.

The promotional videos were also promoted online via video sites such as YouTube. By utilising a strong video optimisation strategy, Eastern Nomad now achieves top results in YouTube for its key search terms.



The Results

The volume of clicks from search engines through to the Eastern Nomad site has increased by 224% since January 2008. Outrider prides itself on sharing the same vision as our clients, allowing us to work toward a holistic approach to achieve their business goals.



Testimonial

"Eastern Nomad is very pleased with the results from our websites as optimised through Outrider. Increased rankings and traffic coming to both of our websites helped us to accelerate the sale of our ex-hire and used building stock, particularly through the Site Shed Sales website. It's great to have the Outrider team working with us and providing their expertise allowing us to tie our offline marketing into the online campaign".

*Lisa Wrench,
Marketing Manager,
Eastern Nomad Buildings*

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 to 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.