

experience relevance



Outrider Case Study - Kintzart

Managing Organic Search and Visibility

Outrider

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The Challenge

Local custom tattoo artist, Joe Kintz, also specialises creating custom works on skateboards and surfboards which can be commissioned. He has a strong following but his original site was not performing well within the search engines making it difficult for people to find information about his work.

The team at Outrider came up with a strategy from the ground up which required an entire redesign of the original site.

We needed to look at web development, hosting, domains, local search, social media and universal search.

The Strategy and Tactics

It was acknowledged that local search was hindered due to hosting and domain choice. Working with Joe we purchased a number of branded Australian domain names which we could park on www.kintzart.com.au.

The original site and domain was owned by a third party. With a new domain name the next assessment was to redesign the site for usability and crawl-ability. Most significantly the site needed to be easy to maintain.

The decision was made to redesign the site using Wordpress with SEO Plugins so that Joe could easily care for the site and maintain a blog to keep in contact with people interested in his site and his artwork.

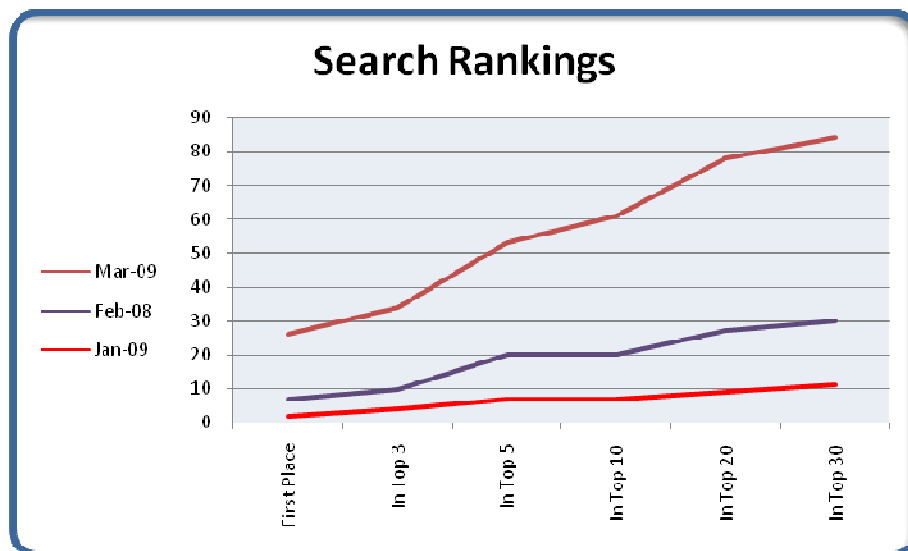
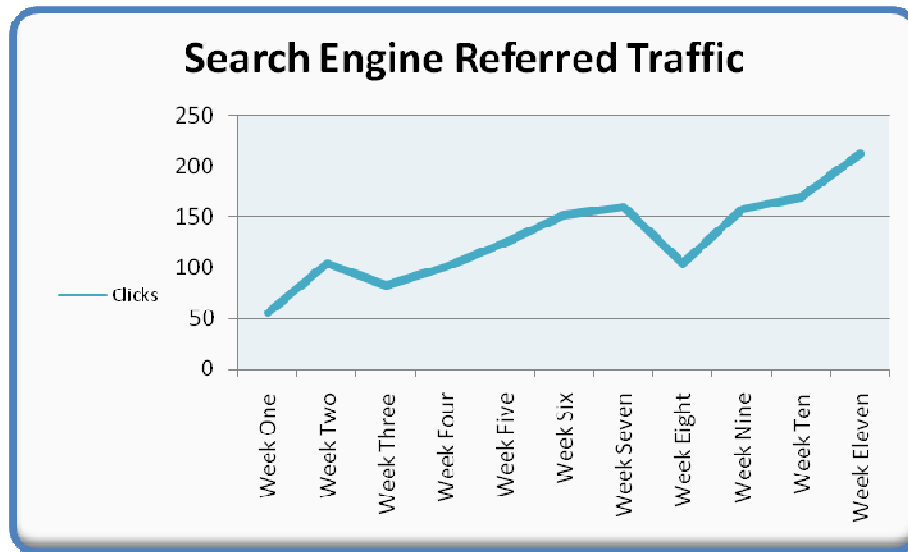
Once finalised the robots exclusion was removed and the site was let loose to the search engines. Within two weeks of putting the new site live Joe began getting requests for work through his site; was listed #1 in Google Local listings for a variety of phrases and is able to blog to keep people up to date on his art. Joe was trained within Outrider so he is able to maintain and administer the site himself.

The next step was social media. Outrider supplied a strategy for Joe to create a Facebook fan page to further promote his business efforts. This fan page is populated with information on Kintzart and fans, friends and family have joined.

Our role was to help Joe's site get on its feet, educate him in the maintenance as well as give him information and instruction on organic and local search as well as using social media to get his brand out there and make it work.

The Results

Since this project started in November 2008 there have been increases across the metrics Outrider put in position. The site was tracked via DecideDNA for search analysis, Google Analytics to measure user paths and rankings monitored to ensure positive movement.



Outrider continues to support Joe while he maintains his site and delves into using social media to expand his artistic career.

Testimonial

"Before Outrider helped me with my website I had a pretty basic "do-it-yourself" website. It was a good site for me to put photos of my work on for clients to look at, but lacked any visibility on any search engine. My business was generally by word of mouth or repeat business, rarely would I get a customer who found me online unless they saw my MySpace page.

I didn't really think there was anything I could do to further my online visibility and was quite unaware of what could be done. Once Outrider changed my site and added blog functionality, I immediately began to get customers from all over the Sydney area. People would ring me and tell me they found the site online through Google or Google Maps and now Facebook. I now have an increased range of clients, some coming from as far as Queensland.

They showed me how to use the site myself in about 30 minutes and I haven't had a problem adding any content including images or posts. I definitely have had an increase in business due to the work that Outrider did for me."

*Joe Kintz
Kintzart Australia
April 2009*

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.