

SYSARC USE CASE

About 4 months ago, SysArc began a fairly intensive search for a new and improved Content Management System (CMS) to support our ever growing and expanding internet market strategies.



Although our current website met many of our needs, we realized that we needed a much more flexible, powerful, easy- to-use and scalable solution if we were to dominate our marketplace. Much like with many organizations, our content Management System was managed and maintained by a third-party provider. Although they were always quick to respond to any service or enhancement requests, we came to a point where our current technology platform was starting to slow down our business growth and was not functionally capable of supporting a large portion of our internet marketing objectives. We needed to make a change, and we needed much more control over our destiny.

We looked at several technology offerings currently available in the market as well as spending countless hours in discussions with traditional website developers. We believed that every other CMS I lacked a critical component—the applications did not adequately address, or automate many of the routine Search Engine Optimization tasks that we knew would have to be completed as we expanded the presence and reach of our website. Furthermore, we felt that the website developers we spoke with, simply did not have an in-depth knowledge and understanding of SEO and Internet Marketing.

During our initial discussion with the team at SEO Samba, we knew we found a winner. With their in-depth knowledge of SEO and the latest internet marketing strategies, we immediately connected as they spoke the same language---in other words—they get it!

We were excited to see how well they integrated and automated many of the tasks required and necessary for an aggressive SEO campaign. Everybody at SEO Samba was very responsive, helpful and extremely knowledgeable.

Within a matter of days, we were able to launch our fully optimized SEO Samba powered website. To date, the results in terms of visitor traffic, lead generation and subsequent increases in revenue and profits have been amazing!

Our website traffic on a daily basis has increased over tenfold, and the number of new leads on a weekly basis has increased more than fivefold. In addition, our sales cycle has been compressed to half and we have dramatically reduced our previous level of marketing and advertising spending.

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Furthermore, SEO Samba gives us an easy and powerful way to tweak, modify, expand and enhance our website in response to our marketplace, competition, marketing strategies and ever changing search engine algorithms. In addition, we have also leveraged some of the other capabilities within SEO to further expand

our brand and market reach (i.e. Newsletters and Press Releases). Lastly, the tight integration with Google's Webmaster Tools gives us immediate and revealing information regarding the performance and indexing of our website.

Our website now has top rankings, on all of the major search engines, for every single one of our desired key words! Because of the power and built-in optimization capabilities of this technology platform, we can obtain a top ranking within 60 days for any new keywords, geographic locations or new service offerings. As SysArc continues to expand, the entire team at SEO Samba has remained an integral part of our growth. Thank you!

Please feel free to contact me if you would like any additional information or clarification.

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