



# SEO CAMPAIGN REVIEW

May 29, 2009

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## INTRODUCTION

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The following document outlines search engine optimization (SEO) campaign results for MTS Medication Technologies. This analysis provides examples of significant increases in search rankings for target terms across major search engines, as well as increases in search engine referrals and overall site traffic, during a one month period (April, 20<sup>th</sup>, 2009 – May, 20<sup>th</sup>, 2009) compared to the baseline period (February 20<sup>th</sup>, 2009 – March, 20<sup>th</sup>, 2009). These gains are largely attributable to MTS's implementation of SEO best practices and recommendations, as directed by Human Service Solutions (HSS), including key term research, optimization of browser titles and page headers, internal linking strategies, URL redirects and content optimization.

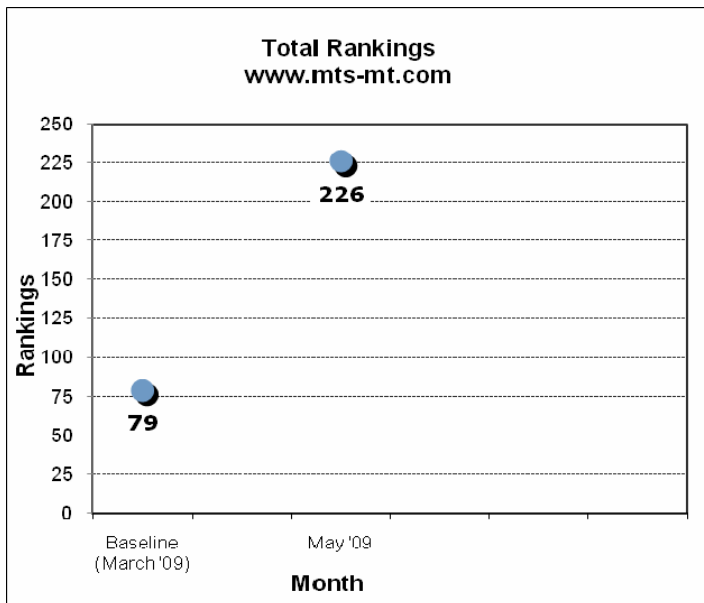
## RANKINGS

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### Total Rankings

Since Baseline (March of 2009), total rankings for all target key terms within the top 3 search engines (Google, Yahoo and MSN) for MTS have increased by 186%. A "ranking" term is a term that appears within the top 30 positions (or top 3 pages) of a search engine.

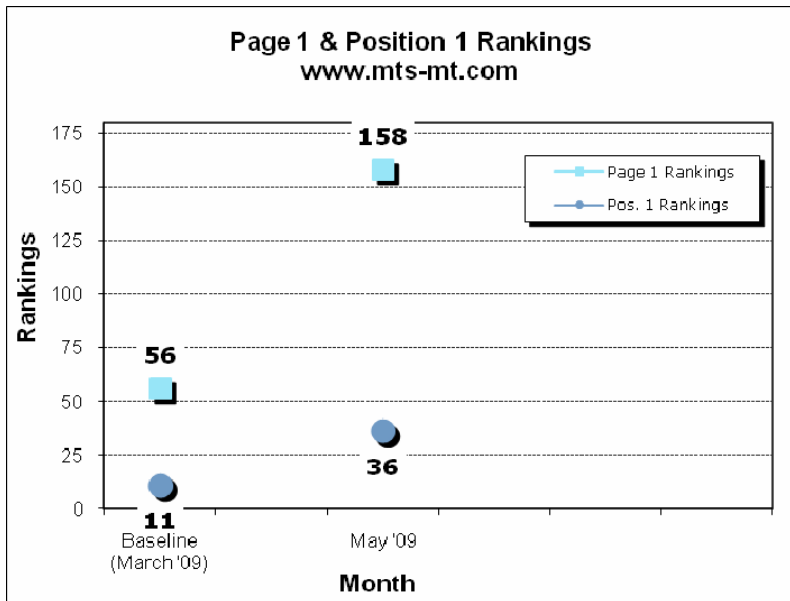
There was an increase of 147 total rankings from May, 2009 from Baseline, thus significantly increasing MTS's search visibility and the capacity for attracting targeted traffic.



***Total Rankings have  
increased 186%***

## Page 1 Rankings

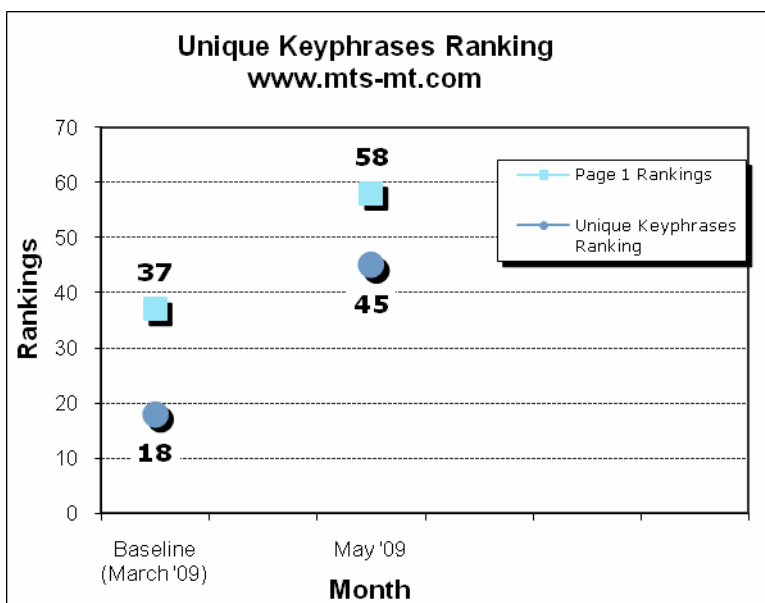
Page 1 rankings also saw a large increase within the 3 major search engines with a 182% improvement from Baseline. Position 1 rankings (number of terms appearing as the first result) also jumped by 227%,



*Page 1 Rankings have increased 182%; Position 1 Rankings have increased by 227%.*

## Keyword Rankings

A total of 37 keyphrases were ranking at Baseline. Since then, the number has increased by 57% (58). During Baseline, 18 unique keyphrases were enjoying Page 1 rankings. Since then, the number of unique keyphrases has increased to 45 - a 150% jump. Below is a chart of the increase in keyphrases ranking from Baseline:



*The total number of keyphrases ranking has increased 57%*

*The number of keyphrases with a Page 1 ranking has increased by 150%*

### Page 1 Keyphrases

The following is a list of terms that were ranking on Page 1 of the 3 major search engines from Baseline compared to May of 2009 (red font indicates new terms that were not previously ranking at baseline):

Baseline (April, 2009) Keyphrases Ranking	May, 2009 Keyphrases Ranking
ancillary labels	<b>am labels</b>
autobond	ancillary labels
centrafill	<b>automated filler</b>
deblister machine	<b>automated label applicator</b>
deblistering machine	<b>cold seal</b>
medication packaging systems	deblister machine
medication punch cards	deblistering machine
medication technologies	<b>gemini sealer</b>
medlocker	<b>heat seal blister</b>
medtimes	<b>medical labeling</b>
mts	<b>medication compliance research</b>
mts 350	<b>medication packaging</b>
mts 400	medication packaging systems
mts 500	medication punch cards
mts medication technologies	<b>medication storage</b>
ondemand accuflex	medication technologies
ondemand express	medlocker
opti pak	medtimes
	<b>morning labels</b>
	mts
	mts 350
	mts 400
	mts 500
	mts medication technologies
	<b>mts software</b>
	<b>ondemand 400</b>
	ondemand accuflex
	ondemand express
	opti pak
	<b>patient medication adherence</b>
	<b>pharmacy automation equipment</b>
	<b>pharmacy inventory control</b>
	<b>pharmacy labeling</b>
	<b>pharmacy labels</b>
	<b>pharmacy medication management</b>
	<b>pharmacy packaging</b>
	<b>pharmacy sealers</b>

	<b>pill bob</b>
	<b>rx printers</b>
	<b>rxmap</b>
	<b>sealing cork</b>
	<b>sealing roller</b>
	<b>single dose packaging</b>
	<b>unit dose labeling</b>
	<b>unit dose packaging</b>

### New Keyphrases with Page 1 Ranking

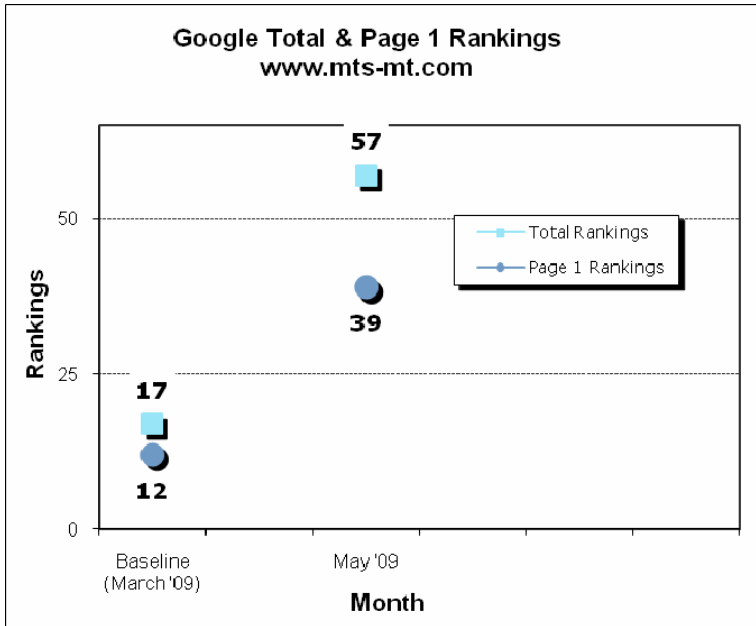
The terms enjoying the most significant improvement from Baseline are listed below and include their estimated monthly search query volume (QV). These terms were not ranking prior to the MTS re-launch within the largest search engine Google and have improved to Page 1 rankings.

Keyphrases Ranking in Google	QV	Baseline Ranking	May, 2009 Ranking
pharmacy sealers	0	N/A	<b>1</b>
sealing cork	400	N/A	<b>2</b>
ancillary labels	140	N/A	<b>2</b>
ondemand 400	0	N/A	<b>2</b>
heat seal blister	140	N/A	<b>2</b>
gemini sealer	38	N/A	<b>2</b>
morning labels	215	N/A	<b>3</b>
rxmap	0	N/A	<b>3</b>
medication punch cards	43	N/A	<b>4</b>
pharmacy labeling	250	N/A	<b>4</b>
deblistering machine	55	N/A	<b>5</b>
rx printers	1,354	N/A	<b>5</b>
single dose packaging	112	N/A	<b>5</b>
deblistering machine	89	N/A	<b>6</b>
medtimes	43	N/A	<b>6</b>
sealing roller	169	N/A	<b>7</b>
pharmacy automation equipment	25	N/A	<b>7</b>
opti pak	400	N/A	<b>7</b>
pill bob	262	N/A	<b>8</b>
medical labeling	2,000	N/A	<b>8</b>
unit dose labeling	34	N/A	<b>8</b>

**Total Estimated Monthly QV = 5,769**

## Google Rankings

Within Google, the largest search engine which owns almost 65% of the search engine landscape, total rankings from Baseline nearly tripled (235%). Page 1 rankings in Google jumped up from 12 to 39 (225%). In fact, the number of Page 1 Google rankings in May 2009, was 72% of the total number of rankings at Baseline (see below):

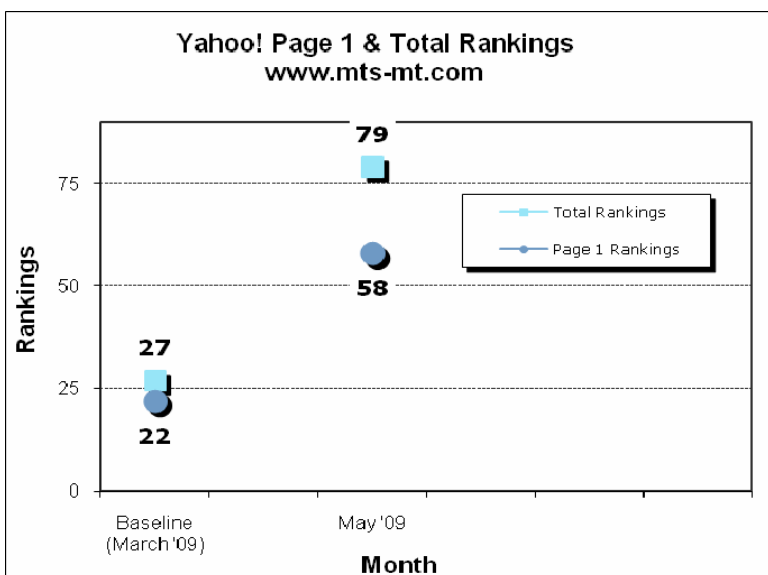


*Total Google rankings have increased by 235%*

*Google Page 1 rankings have increased by 225%*

## Yahoo Rankings

Within Yahoo!, the second largest search engine (28% search engine landscape), MTS enjoyed over a 193% increase in total Yahoo rankings and another 164% in Page 1 rankings from Baseline (see below):

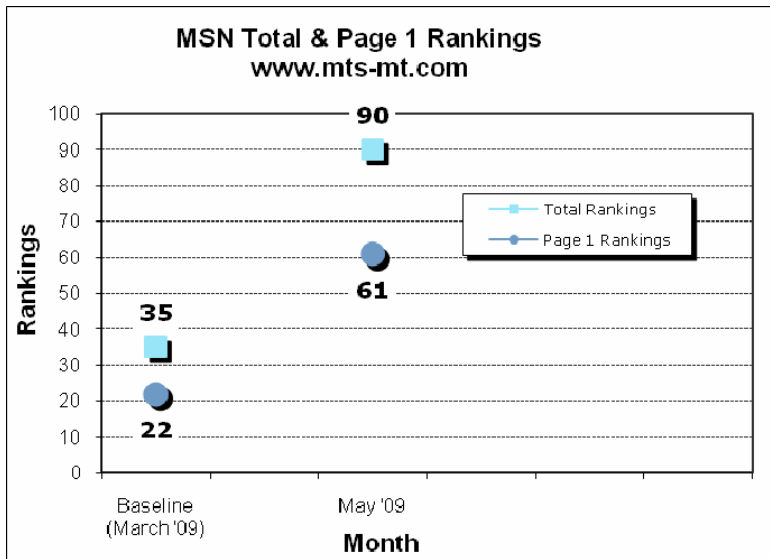


*Total Yahoo rankings have increased by 193%*

*Yahoo Page 1 rankings have increased by 164%*

## MSN Rankings

Within MSN, the third largest search engine (9.8% search engine landscape), MTS Page 1 rankings increased by 157% since Baseline and total rankings increased by 177% (see below):



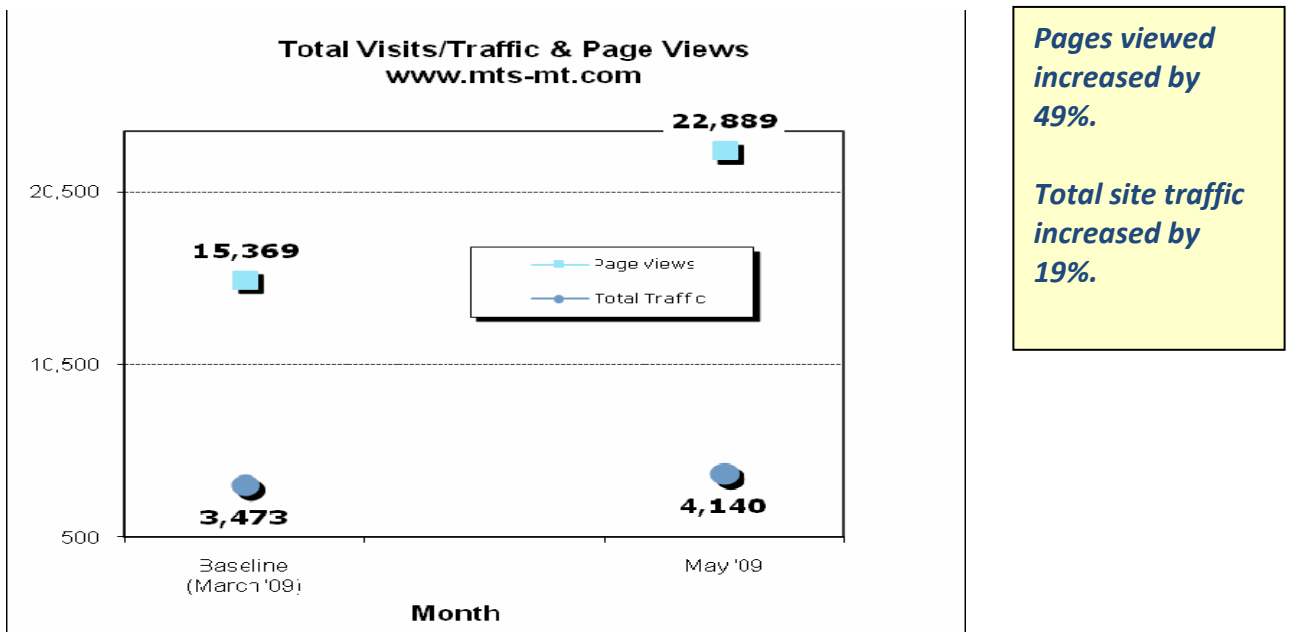
**Total MSN rankings have increased by 157%**

**MSN Page 1 ranking have increased by 177%**

## TRAFFIC DATA

### Total Visits & Page Views

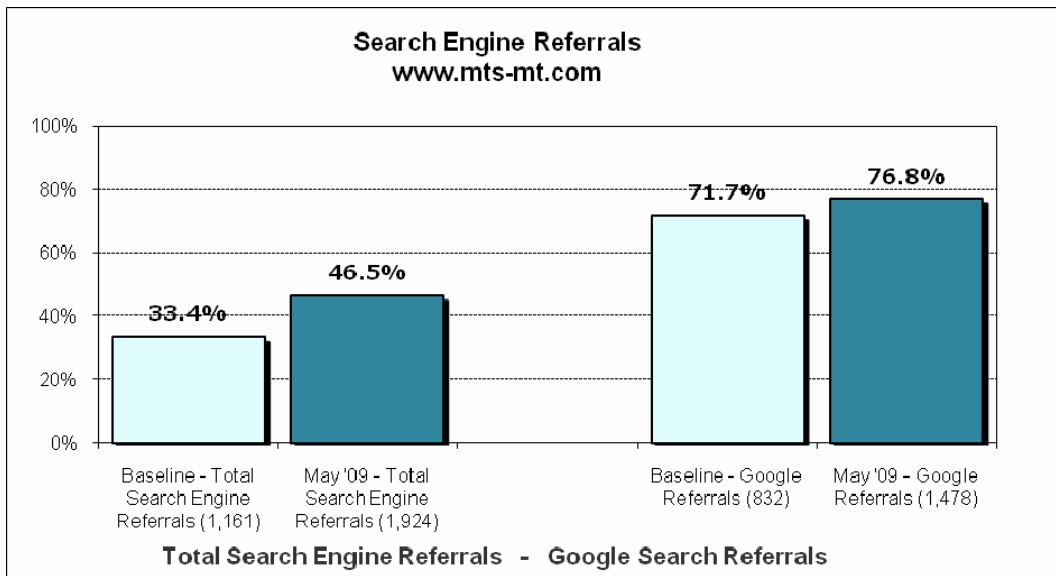
Through Google Analytics, HSS was able to monitor site traffic and visitor statistics for MTS, and better understand how users found the website. Prior to the implementation of SEO recommendations, MTS had over 3,000 visits from Baseline (February 20<sup>th</sup>, 2009 – March 20<sup>th</sup>, 2009). Current traffic from April 20<sup>th</sup>, 2009 – May 20<sup>th</sup>, 2009 reached over 4,000 visits (4,140), an increase of 19% from Baseline. Page views also increased by over 7,500 from Baseline, marking a 49% increase in April 20<sup>th</sup>, 2009 – May 20<sup>th</sup>, 2009.



## Search Engine Referrals

Search engine referrals account for 47% of all visits to MTS. In May, 2009, of the 4,140 visits to MTS, 1,924 came from search engine referrals. Total search engine referrals increased by 763 more visits (66% increase) from Baseline.

77% of all search engine referral traffic to MTS is coming from Google, the search engine with the largest market share. This is an increase of 78% (646) over Baseline. The increased search traffic to MTS is due in large part to the increased rankings of high query volume terms that are now appearing on page 1 in Google. Below is a graph illustrating the percentage share of search engine referral visits and Google specific search engine referral visits to the MTS website.



*Total search engine referrals increased by 47%; Google referrals increased by 78%.*

## Top Pages

As expected, the MTS home page was the highest viewed page with 4,106 views, an increase of 31% from Baseline (3,131). Other popular pages also saw significant increases.

Top Pages Viewed	Feb/March '09	April/May '09	Difference
www.mts-mt.com <i>(/index.php?module=NukeWrapper&amp;url=/home.html)</i>	3,131	4,106	<b>+975</b>
/pharmacy/	N/A	1,383	<b>+1,383</b>
/about-us/ <i>(/index.php?module=NukeWrapper&amp;url=/aboutmts.html)</i>	261	1,266	<b>+1,005</b>
/contact/ <i>(/index.php?module=NukeWrapper&amp;url=/contactus.html)</i>	639	1,044	<b>+405</b>
/consumers/	N/A	812	<b>+812</b>
/pharmacy/single-dose-packaging/	N/A	751	<b>+751</b>

Here is additional analysis regarding the increases of these pages:

- Of importance is the new “/pharmacy/” section, which gained 1,383 views and the “/consumers/” section which attained another 812 pages viewed, which accounted for 2,195 of the total pages viewed since the MTS site re-launched.

## Top Keyphrases

The graph below shows the top keyphrases bringing traffic to the MTS site. “mts medication technologies” (372), was the top keyphrase leading visitors to the MTS site with an increase of 45% from Baseline (257). The top 5 keyphrases driving traffic to the MTS site are all branded keyphrases or have an iteration of the MTS brand-name. Currently, the highest non-branded keyphrase is “medication technologies” (55 visits) and “pill bob” (13 visits). As the site continues to gain more visibility in the search engines and users become more familiar with the new MTS site, HSS fully expects to see an increase in non-branded keyphrases driving traffic to the site.

Top Terms Directing Traffic	Feb/March '09	April/May '09	Difference
mts medication technologies	257	372	<b>+115</b>
mts-mt.com	69	144	<b>+75</b>
mts medication	54	82	<b>+28</b>
www.mts-mt.com	49	63	<b>+14</b>
mts packaging	32	60	<b>+28</b>

## NEXT STEPS

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HSS will continue to work as a committed partner with MTS, to explore new strategies and tactics for increasing MTS's exposure to target audiences online and across all major search engines. Areas for future focus include, but are not limited to, the following:

- Continue to monitor search engines' indexing of new MTS pages
- Review target terms for new opportunities
- Review landing pages for targeted terms and make recommendations for further optimization
- Identify problem URLs appearing in the search engines as 404 Error pages or not redirecting in an SEO-friendly manner
- Monitor high-monthly searched terms targeted by MTS and create new SEO strategies for terms that are not gaining visibility within the major search engines
- Monthly position reporting and analysis

## CONCLUSION

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Through the application of SEO best practices and recommended strategies, HSS and MTS have worked together to achieve significant and objective gains for [www.mts-mt.com](http://www.mts-mt.com) in terms of rankings across all major search engines, as well as search engine referrals and overall site traffic. The evidence strongly suggests that continued optimization efforts will further expand MTS's capacity to reach target audiences online, while promoting the MTS brand in general.