



Flightdeck

Search Engine Marketing
↘ case study

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OMNICITY

“Your work has massively increased the effectiveness of our online marketing and this is now the most cost efficient part of our overall programme”

Peter Wiggins
Managing director

Background

Flightdeck's unique Customer Relationship Management software had helped many businesses improve customer loyalty and satisfaction, whilst also greatly improving internal communication.

Concentrating just on the UK, Flightdeck have customers including Chambers of Commerce and Solicitors and are recognised by all as having one of the most versatile products available in the CRM sector today.



Strategy

Omnisity were called in to improve the online presence of Flightdeck.

Omnisity first carried out the necessary research to identify the keywords being used by potential customers in this vertical market place, and then, with the knowledge that this provided, adapted and augmented the site's content, and as importantly, the external linking structure. The Pay Per Click campaign being operated on Google was also totally rebuilt in order to maximise effectiveness and reduce costs.

The links to the site needed to be seen to be increasing and that the links appear natural. Thus over the next 12 months, Omnisity continued to improve and widen the number of links to the site, whilst at the same time ensuring that the site changed on a weekly basis.

The Pay Per Click campaign was also subject to our “continuous improvement” plan, the keywords and the campaigns being altered on an ongoing basis and split testing carried out to define which type of advert proved most effective.

Results

- **Within three months the number of visits gained from the organic listings had increased substantially and Flightdeck gained over three times the volume of ‘free enquiries’**
- **The number of “bad clicks” on the Google PPC campaign was reduced by 80%.**