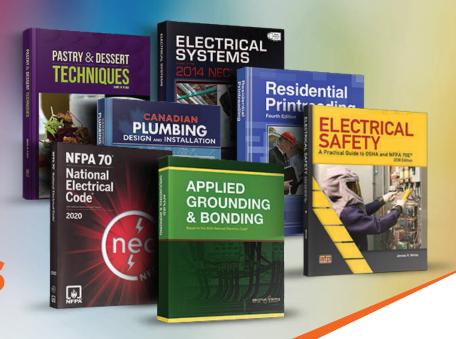**Web 2 Market**

CASE STUDY FOR

# AMERICAN TECHNICAL PUBLISHERS



## THE BIG PROBLEM

ATP had moved to a new web shopping cart program. Previously they had run on Able Commerce, and that site had been well optimized for SEO. The new platform needed to have that worked done again. The only traffic was from searches specifically for the American Technical Publishers brand. As a result, organic traffic and sales dropped precipitously.

## ABOUT
## WEB 2 MARKET

Most small to midsize companies search for outside assistance to achieve visibility and sales growth online. Selecting a digital marketing agency can be a hit or miss proposition, and many companies have had past results which were disappointing.

Web 2 Market offers a complete range of digital marketing services for any size budget, small up to six figure budgets.

We begin with a discussion and in-depth review of your industry and company, resulting in a tailored marketing strategy. Our approach maximizes the results of your marketing investment and is more adaptive to the inevitable change in the digital world.

Our services include search engine optimization, website conversion optimization, purchased search, social, and display advertising, content marketing, inbound marketing, and email marketing.

## AMERICAN TECHNICAL
## PUBLISHERS

American Technical Publishers ("ATP") is an industry leader in textbook publishing for career and technical training.  Founded in 1898, the company sells worldwide through its website on the domain ATPLearning.com and by phone order.

As ATP improved its product offerings and website user experience, they wanted to ensure greater visibility online to increase their share of the textbook market.

The company goal was to see their website to become a viable lead and sales generation channel.

**www.atplearning.com**

" To be successful, you must be proactive and place quality links to your content in front of people who matter with appropriately designed SEO strategies and expertise from Web 2 Market, we quickly experienced direct benefits. Instant bursts of success were followed by steady increases in areas such as Google organic sessions, new & returning users, and most importantly... sales and revenue! Web 2 Market's marketing and SEO services are outstanding and have delivered proven results."

Michael W. Tarasiewicz,
Vice President

# OUR STRATEGY

ATP needed to be found online as soon as possible in the organic listings. Web 2 Market researched search phrases which were significant to ATP's revenues and profitability, and after ATP approval began to improve the page ranking of website category and product pages.

To improve online visibility of each webpage, Web 2 Market focused each page on a selected page search phrase or keyword. Content was added to existing pages, META data edited to best practices, and additional content pages were added to the website to cover all related user search terms. Incoming links were audited and new ones added.

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Web 2 Market also user tested website pages for conversion optimization and recommended appropriate changes.

Monthly analytics reports were provided to ATP and strategy meetings were held with ATP staff.

# OUTSTANDING RESULTS

## Two-year increase in organic and direct revenues of 134% and 82%

ATP's organic traffic began increasing after three months and continued increasing. Returning direct users increased due to increased organic traffic to the website. Conversion rates for both organic and direct channels increased dramatically due to user testing and more targeted organic traffic.

The resulting revenue effect resulting from these website improvements was dramatic. As the analytics below reveal, in two years organic traffic revenues increased by 134% and revenues from returning direct users increased by 82%.



| Default Channel Grouping | Acquisition | | | Behaviour | | | Conversions E-commerce | | |
|---|---|---|---|---|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages/Session | Avg. Session Duration | E-commerce Conversion Rate | Transactions | Revenue |
| 1. Organic Search | 16.19% | 16.98% | 19.52% | 6.02% | -5.89% | -9.94% | 88.64% | 125.47% | 134.00% |
| 2. Direct | 12.32% | 11.46% | 10.81% | 1.03% | -5.85% | -14.25% | 53.19% | 69.75% | 82.05% |