



## **Case Study**

### Search Engine Optimization

#### *Featuring Stuart B. Millner and Associates*

#### **Question**

How has Search Engine Optimization through Pentad Systems helped Stuart B. Millner and Associates?

#### **Increased Sales – the REAL Bottom Line**

Stuart B. Millner spent \$20,000+ with Pentad Systems on Search Engine Optimization. The results included a contract with Rio Tinto for selling tens of millions of dollars in surplus equipment (<http://www.sbmacc.com/MiningEquipment/>). Stuart realizes about over 12% in Buyer's and Seller's premiums. That is \$120,000 per each million dollars sold. **That equates to an ROI of less than 2 months!**

#### **Background**

Stuart B. Millner and Associates - an industry leader in the marketing, management, appraisal, auction and liquidation of industrial assets - registered their web domain [www.sbmacc.com](http://www.sbmacc.com) on October 26, 2001. At that time, they had a simple website created to market their services to the general public. This website was to contain information about their company and the services that they provided.

Stuart B. Millner and Associates' original website was built primarily with a series of static web pages that had to be updated manually. When they added an auction to their "system", they would create a new web page, put it on their server, then manually update any pages that may have needed to link to that auction. When an auction ended, they would have to reverse that process.

#### **Issues**

One problem with the way things were done is that pages could be named for a specific auction, but when that auction ended, the page disappeared. In terms of search engines, that translated into the lack of persistent content. There were no valuable keywords on the website as a result, and nothing that a search engine could index for potential future hits to the site. Rather than having one page with contents that were updated consistently, the client had many pages that would come and go based on business activity. So if another auction business were to put a link to a specific auction from [www.sbmacc.com](http://www.sbmacc.com) on their page, that link could have been invalid within a period of weeks.

Stuart B. Millner and Associates did not feel that they were up to the standards of a high-volume and highly successful company. They were not receiving the attention on the internet that they deserved as being industry leaders. Using search phrases that would be pertinent for their company on the internet returned no valuable results for a potential client. They were also unhappy with the lack of information on the website pertaining to who they are, what they do, and how they can help potential clients get the most out of their auction needs.



Due to the lack of consistent pages on the website and the lack of search engine spider-ability, the page views and individual visits to Stuart B. Millner and Associates were relatively low (see figure 1).

**Figure 1:** Web-stat report for 2/13/2006 to 2/19/2006 (Week Totals)

Top Pages				
Rank	Page	Page Views	Visits	Bandwidth (KB)
1	/	767	634	12,255
2	/inventory/index.asp	158	124	4,391
3	/events/airtex/	154	139	712
4	/events/	99	93	1,541
5	/inventory/picture.asp	79	31	87
6	/about/	38	35	342
7	/contact/	36	33	332
8	/inventory_listing.asp	28	26	15,523
9	/inventory/	27	26	559
10	/appraise/	22	21	123
Other Items (64)		343		7,080
Total(s)		1,751		42,943
Average(s)		23		580

## Solution

Stuart B. Millner and Associates came to Pentad Systems LLC on May 2, 2006 with a request to give their website a visual and functional facelift by re-creating it with the new technology of .NET. Their hope was to increase the traffic on their website through better marketing practices and a higher exposure to the search engines and ultimately to new customers on the web.

Initially, Pentad Systems provided Stuart B. Millner and Associates with a more graphically-pleasing web site template with the intent of making all of the pages within the site more consistent. Addressing the lack of page persistence, Pentad Systems suggested a single page to showcase the essentials of an auction. That page does not disappear or get renamed: it is a permanent fixture of the site. This follows what now is considered to be a fairly standard design practice.

As a result of Pentad Systems' initial graphical design, the client focused on clarity of the content, deciding in a more organized manner what content fit best on which pages. This continued through two more redesigns of the site, as Pentad Systems guided Stuart B. Millner and Associates in essential wording and content placement.

Pentad Systems also addressed a second critical design consideration: ease of visitor use or navigation. While a consistent web site helps to an extent, a web site that is very deep can be a hindrance to a visitor's overall experience. Some designers try to follow a three-click rule: all content should be accessible by a visitor within three clicks from the home page. That sounds



good in theory, but there are two sides to that particular coin. On one side, it is good for a company to have a large amount of concise, pertinent content. But on the other side, it is not as good if a user has to click through seven different pages in order to get to the specific content he's looking for.

To that end, Pentad Systems attempted to help the client organize their content in a way that minimizes a visitor's effort to find the information sought. That organization paired with the proprietary auction management software Pentad Systems developed resulted in a site that is far more expedient for visitors, regardless of whether or not they've visited the site previously.

Throughout the design process, Pentad Systems worked to optimize the content of [www.sbmacc.com](http://www.sbmacc.com) to increase the page rank and the amount of quality traffic to the site. After making the above changes and modifying a few more aspects of the website for the best optimization possible, Pentad Systems suggested that Stuart B. Millner and Associates view a Web Stats Report in the coming weeks.

Stuart B. Millner and Associates were able to see the results of their efforts immediately; the traffic to their site increased significantly (see Figure 2) and the return on their investment was swift and considerable. They enjoyed a spike in activity based on the amount of auctions they received from clients, bidders that were attracted to their website, and successful bids they received for the advertised auction items.

**Figure 2:** Web-stat report for 1/20/2008-1/26/2008 (Total Page Views)

Date	Total Page Views	Average Page Views Historically	Change	Percent of Total Page Views
Sun Jan 20th, 2008	1,578	457.57	+125 ▲	11.74%
Mon Jan 21st, 2008	2,291	830.43	-108 ▼	17.05%
Tue Jan 22nd, 2008	3,024	872.71	+1,159 ▲	22.51%
Wed Jan 23rd, 2008	2,071	975.43	+554 ▲	15.41%
Thu Jan 24th, 2008	1,863	758.14	-252 ▼	13.87%
Fri Jan 25th, 2008	2,028	905.50	-563 ▼	15.09%
Sat Jan 26th, 2008	582	296.86	-247 ▼	4.33%
	13,437	5,097	+668 ▲	



**Figure 2(cont):** Web-stat report for 4/6/2008-4/12/2008 (Total Visits)

Date	Total Visits	Average Visits Historically	Change	Percent of Total Visits
Sun Jan 20th, 2008	372	216.64	+64 ▲	5.05%
Mon Jan 21st, 2008	1,076	391.79	+150 ▲	14.60%
Tue Jan 22nd, 2008	2,465	630.43	+1,179 ▲	33.46%
Wed Jan 23rd, 2008	1,662	480.21	+691 ▲	22.56%
Thu Jan 24th, 2008	824	544.79	-304 ▼	11.18%
Fri Jan 25th, 2008	647	422.86	-384 ▼	8.78%
Sat Jan 26th, 2008	322	195.07	-107 ▼	4.37%
	7,368	2,882	+1,289 ▲	

**Figure 2(cont):** Web-stat report for 4/6/2008-4/12/2008 (Total Hits)

Date	Total Hits	Average Hits Historically	Change	Percent of Total Hits
Sun Jan 20th, 2008	9,178	2,694.57	+2,703 ▲	7.69%
Mon Jan 21st, 2008	17,217	6,771.64	-321 ▼	14.43%
Tue Jan 22nd, 2008	39,889	9,243.36	+21,991 ▲	33.43%
Wed Jan 23rd, 2008	26,399	8,629.64	+9,278 ▲	22.13%
Thu Jan 24th, 2008	12,319	7,017.57	-9,756 ▼	10.33%
Fri Jan 25th, 2008	10,723	7,295.43	-12,050 ▼	8.99%
Sat Jan 26th, 2008	3,586	1,898.71	-1,504 ▼	3.01%
	119,311	43,551	+10,341 ▲	

**Figure 2(cont):** Web-stat report for 4/6/2008-4/12/2008 (Bandwidth)

Date	Total Bandwidth	Average Bandwidth Historically	Change	Percent of Total Bandwidth
Sun Jan 20th, 2008	294.96 MB	136.43 MB	+187.97 MB ▲	9.05%
Mon Jan 21st, 2008	342.50 MB	258.59 MB	+47.92 MB ▲	10.50%
Tue Jan 22nd, 2008	1.36 GB	392.58 MB	+1.05 GB ▲	42.59%
Wed Jan 23rd, 2008	553.19 MB	388.42 MB	+230.53 MB ▲	16.97%
Thu Jan 24th, 2008	295.22 MB	340.07 MB	-432.51 MB ▼	9.05%
Fri Jan 25th, 2008	263.04 MB	225.82 MB	-153.39 MB ▼	8.07%
Sat Jan 26th, 2008	123.18 MB	81.71 MB	-5.44 MB ▼	3.78%
	3.18 GB	1.78 GB	+947.73 MB ▲	



## **Conclusion**

Stuart B. Millner and Associates was presented with an initial website that they felt was not up to the standards that they view their business. After working with Pentad Systems and employing their Search Engine Optimization techniques, their website traffic increased as follows:

Page Views increased from approximately 1,751 per week to approximately 13,437 per week  
(An increase of 667.4%)

Total Visits increased from approximately 1,801 per week to approximately 7,368 per week  
(An increase of 309%)

Total Hits increased from approximately 31,012 per week to approximately 119,311 per week  
(An increase of 284.7%)

Total Bandwidth increased from approximately 818,074 KB per week to approximately 3,180,000 KB per week  
(An increase of 288.7%)

Stuart B. Millner and Associates continues to enjoy the benefits of a consistently updated website with the highest Search Engine Optimization possible, maintaining the leading status as an industrial asset auction website.

### **Increased Sales – the REAL Bottom Line**

Stuart B. Millner spent \$20,000+ with pentad Systems on Search Engine Optimization. The results included a contract with Rio Tinto for selling tens of millions of dollars in surplus equipment (<http://www.sbm.com/MiningEquipment/>). Stuart realizes about over 12% in Buyer's and Seller's premiums. That is \$120,000 per each million dollars sold. **That equates to an ROI of less than 2 months!**