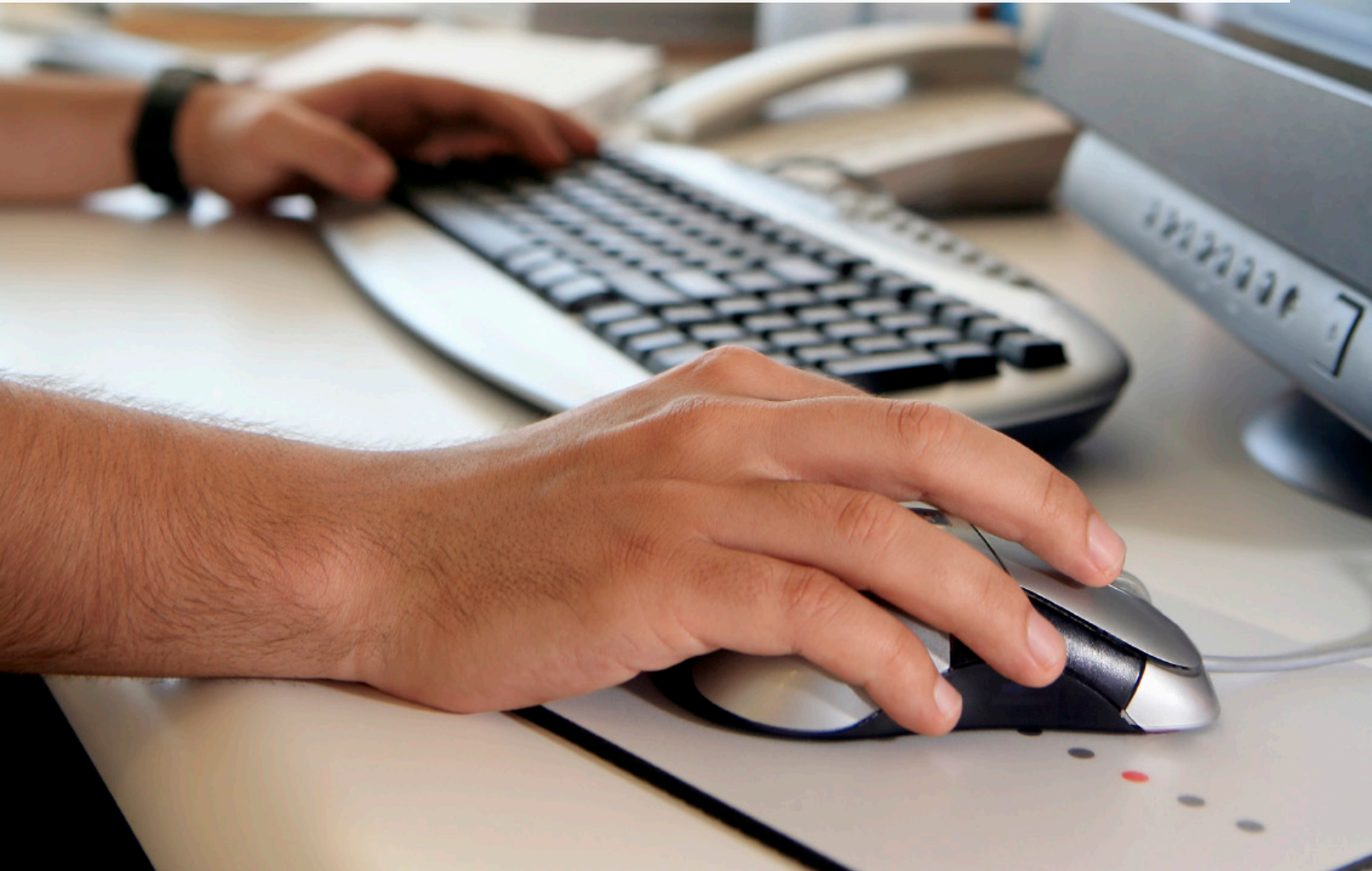


A Oneupweb Case Study.

INTERGRAPH®





ONEUPWEB CASE STUDY

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INTERGRAPH
COMPUTER SYSTEMS

INTERGRAPH®

Across the globe, businesses and governments turn to Intergraph for their industry leading software solutions that are capable of organizing vast amounts of data. And it doesn't stop there, with industry-specific solutions, Intergraph's programs and services convert data into actionable imagery enabling their customers to maintain and improve organizational efficiency. Serving more than 60 countries and supporting critical infrastructure that protect millions across the globe, Intergraph enables clients to make fast, smart decisions.

» THE CHALLENGE:

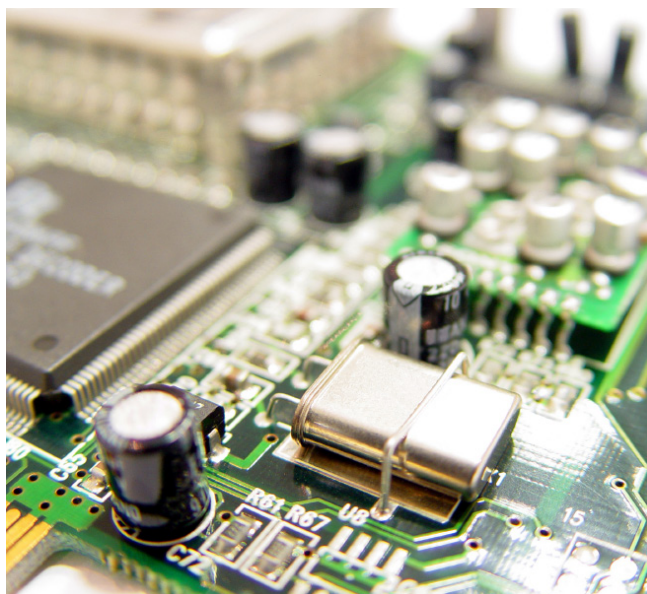
When they came to OneUpWeb, Intergraph has been helping governments and private enterprise visualize complex data for over forty years. But when it came to an online marketing strategy, Intergraph was lost. For a technology company with nearly 4,000 employees, over \$770 million dollars in revenue and two highly complex and innovative software divisions, it was no longer a question of "if" or even "when" to integrate a search engine optimization (SEO) strategy. Rather, Intergraph needed a search marketing partner that would consistently position them where they belong in the top ranking results. But Intergraph was also looking for a company capable of conveying the technical side of their business to their target audience.

So when Intergraph found Oneupweb, they asked for help with the following:

- * Seamlessly integrate search engine friendly content into the existing site.
- * Increase top 10 and top 30 positions on key industry terms.
- * Ramp up the volume of targeted natural search traffic to website.
- * Realize a higher rate of website conversions, with a primary focus on successful completion of contact forms to interact with those searchers who are actively interested in their service offerings—eventually leading to a sale.
- * Drive conversions of visitors-to-leads by increasing the completion rate of contact forms.

» THE RESULTS:

- * Within the first month of working with Oneupweb, top search engine positions increased 2093 percent.
- * Better visibility on key search terms resulted in a year-over-year 842 percent increase in referring search terms.
- * For the same period, traffic to the website grew 954 percent—and conversions skyrocketed.

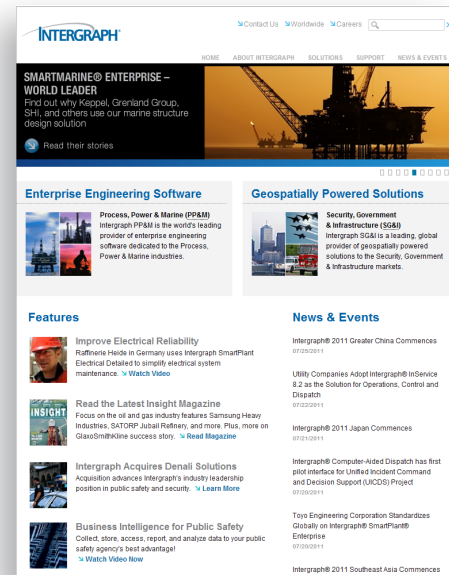


“...within the first month of working with Oneupweb, top search engine positions increased 2093 percent.”



» THE TACTICS:

Oneupweb took a thorough approach beginning with a comprehensive site analysis and keyword research. The project team's recommendations included putting into place critical HTML elements for improving the site's ability to be indexed by search engines. Oneupweb also created unique content to help increase the relevancy for project keywords as well as referring terms that would pull in long-tail searches.



» The Takeaway:

Your customers and prospects are looking for your products and services online. They're conversing with friends on Facebook, scouring blogs, consulting iPhone apps, using search engines and more. Are you there to greet them?

At Oneupweb, we'll ensure they find you—no matter where or when they're looking. We're relentless when it comes to connecting brands to consumers with digital marketing. It spelled success for Intergraph, and it can for your brand, too. Because everybody's looking for something special, and there's nothing better than finding it.

FIND WHAT YOU'RE LOOKING FOR AT ONEUPWEB.COM.
REQUEST A PROPOSAL TODAY.