

A Oneupweb Case Study.

RADWARE





WWW.RADWARE.COM



RADWARE

Radware is a global technology company competing in a crowded online marketplace. The website serves as hub for new prospects and a touch-point for nurturing leads throughout the lengthy buying cycle.

»» THE CHALLENGE:

As the company prepared to roll-out a newly structured U.S. website in 2008, they feared any drop in search engine positions could cost them qualified traffic. They knew they would need a coordinated search marketing strategy to maintain their position and to keep driving new business to the website. They asked Oneupweb to:

- * Deploy an aggressive paid search campaign with a focus on innovative tactics targeted at increasing keyword quality score and lowering cost-per-click (CPC).
- * Coordinate an international search engine optimization (SEO) strategy in order to regain traction on targeted keyword without detracting from global SEO initiatives.
- * Improve landing page performance and conversion rates.

» THE RESULTS:

- * As keyword bids continue to rise, Oneupweb has successfully kept the cost-per-click low by constantly improving the keyword quality score. As a result, Radware realized an 8.7 percent decline in average cost per keyword within a two month period working with Oneupweb.
- * Radware regained important positions in the search results immediately after the site restructuring. Traffic continues to rise, up nearly 40 percent in the last year.
- * Conversions remain strong from the day-to-day management PPC campaigns.

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» THE TACTICS:

Oneupweb researched and built out non-branded keywords targeting high-level IT/Network managers and decision makers. The pay-per-click (PPC) campaign utilized a negative keyword strategy that would help weed out unqualified clicks in order to push the keyword quality score higher while driving down the overall cost. To increase conversion rates once users click on a paid search ad, Oneupweb developed unique landing pages corresponding to specific campaigns targeting financial services industry, e-commerce and governmental agencies.



» 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 Radware, 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.
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