



**Mediative**  
THE RESULTS PEOPLE™

## SPEAKERS' SPOTLIGHT

Maintaining Traffic  
Through a Website  
Redesign

JULY 2011 / [MEDIATIVE.CA](http://MEDIATIVE.CA)

**[Mediative] is delivering the kind of results that Habeas could never get in-house, e.g. a reduced cost per conversion from \$40 to \$17 over 5 months. Their thorough understanding of the market and attention to detail are remarkable**

Chris Brubaker, Director Marketing Communication — Habeas Inc

## The CHALLENGE

Speakers' Spotlight, Canada's leading speakers bureau, approached Mediative in 2005 for help with their search engine marketing. They wanted to make sure that when potential clients searched for the names of speakers represented by Speaker's Spotlight's, their web site would be prominent on the search results pages.

## The SOLUTIONS

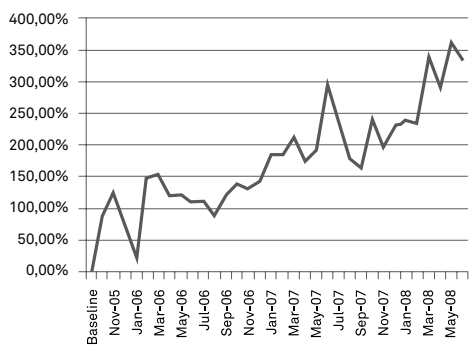
The approach Mediative took involved analyzing the competitive landscape and quickly getting an understanding of the industry.

Next, the web site's keywords and meta data were investigated and optimized. As further recommendations were implemented for optimizing the site, close monitoring of key metrics provided important data for measuring and improving the results. The effect was dramatic. Within 6 months of working with Mediative, their site traffic had tripled.

Speakers' consulted Mediative during the redesign phase to ensure that the new design would be optimized right from the start. When the new site was launched in October 2007, not only did it retain the traffic it had before, but traffic quickly showed an increase. By May of 2008, the site had set a new record, registering its highest traffic to date — a typical month gets now well over 300% more traffic than it attracted in 2005.

Search engine referrals have increased substantially (e.g. Google 820%), and Speakers' Spotlight continues to enjoy strong organic search results from its web site.

**% Variance in Visitor Traffic**



In 2007, Speakers' Spotlight wanted to update the design of their web site. This process always has to be handled skillfully, or a successful web site may suddenly suffer a drop in popularity.

It's not only a question of how the new user interface will affect visitors who hit the web site, but also how the search engine robots will index the new content and reposition the site in their indexes so people can find it in the first place.