

Why Search Engine Optimisation?

A Case Study

MyCasino

An online casino named MyCasino currently ranks number 8 on Google searches for the keyword “casino”.

Whenever a user searches for “casino” on Google, MyCasino appears in position number 8.

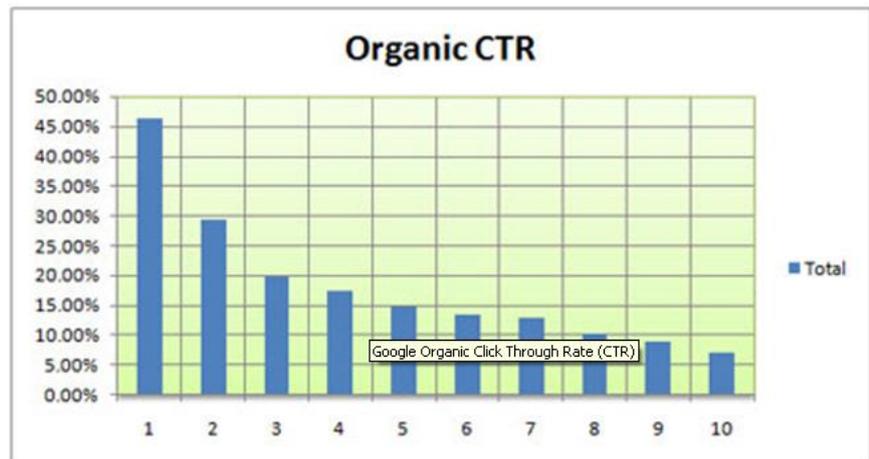
Google receives globally around 13,600,000 searches for the keyword “casino” of which about 1,360,000 users would proceed to MyCasino’s website. The accountants working at MyCasino estimate that these visits earn MyCasino an average of about £1 each.

Based on this keyword only, MyCasino already earns £1,360,000 monthly.

The Impact of SEO

MyCasino decides to employ a Search Engine Optimisation (SEO) specialist to improve its current rankings.

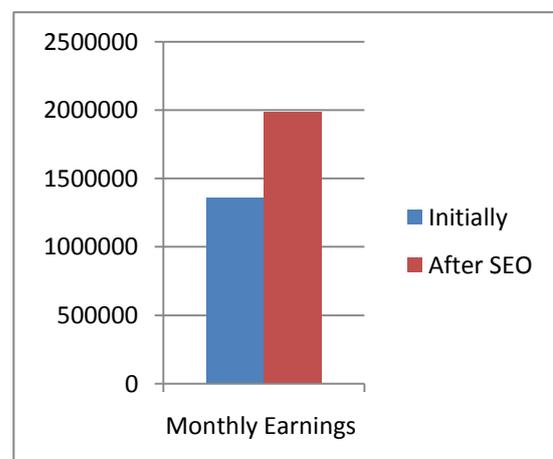
The impact of its new SEO campaign manages to improve its Google rank to number 7.



Instead of about 10% of the users searching for the keyword “casino”, MyCasino now obtains about 13% of the users. From the 13,600,000 monthly searches for this keyword, MyCasino expects to obtain 1,768,000 visits monthly, increasing its current earnings from £1,360,000 monthly up to £1,768,000 monthly!

The SEO campaign does not stop there. The SEO expert notices that only about 40% of the users (called the conversion rate) visiting the MyCasino site actually create a paid account and contribute to the £1 earned per visit.

By modifying the appeal of the website, the SEO expert manages to improve the conversion rate to 45%. Based on the initial estimates, MyCasino is expecting to make £1,989,000 monthly!



The increased earnings of over £600,000 do not include earnings based on other search keywords, online adverts and “pay per click” campaigns. Google AdWords estimates each click to cost £1.21.

Organic CTR image is reproduced from Neil Walker, Google Organic Click Through Rate (CTR), <http://www.seomad.com/SEOBlog/google-organic-click-through-rate-ctr.html>, last retrieved 18th January 2011.

Estimate of £1.21 click cost is based on Google AdWords: Traffic Estimator on 18th January 2011.