

Gambling Case Study



Search Marketing and Conversion Optimisation

www.bingo.com

Executive Summary

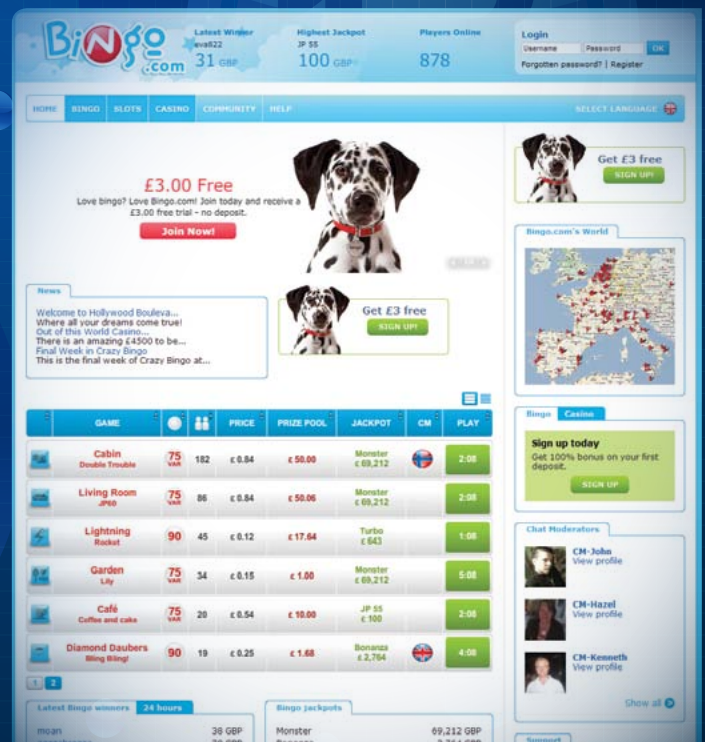
Bingo.com is the World's Largest Bingo Hall.

The Bingo.com website is owned by Bingo.com Ltd and operated under contract by Maria Services Limited, a subsidiary of Unibet Group plc. Bingo.com Ltd is publicly traded on the NASDAQ Bulletin Board under the symbol BNGOF.

With over 1,950,000 registered players and more than 800 new users every day, Bingo.com is one of the most recognised and most visited entertainment destinations on the Internet. Bingo.com is the #1 provider of online bingo games in the world.

Bingo.com had good placement in the US rankings and wished to have a more global presence by attaining top rankings in all of the Google data centres when they approached Head of SEO, Gary Beal, to initiate the use of advanced SEO techniques.

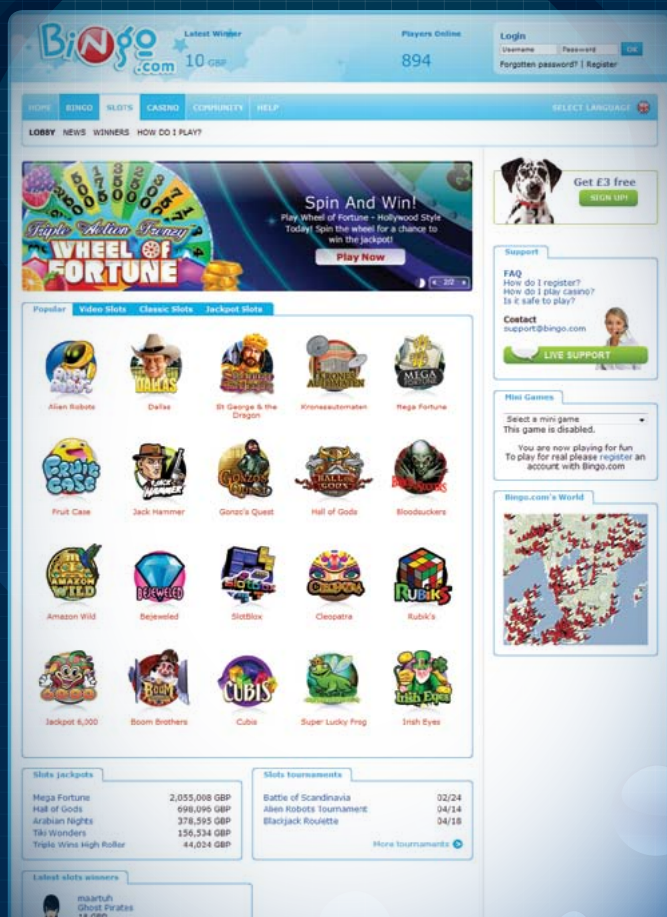
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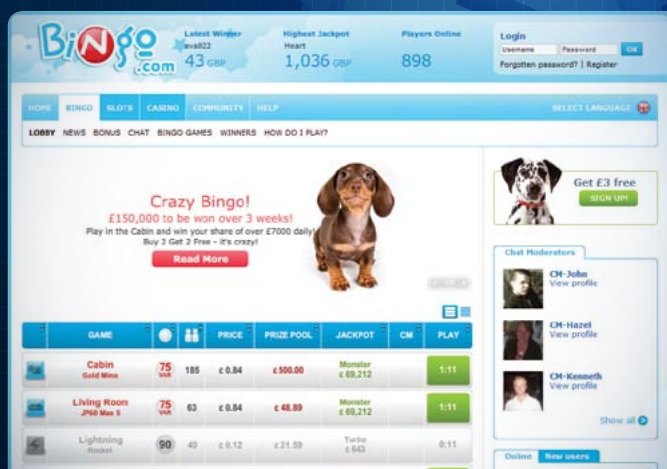
Background

Bingo.com had previously attempted global saturation using basic SEO techniques; however this brought about very little success. Aside from search engine optimisation, Bingo.com ran extensive marketing campaigns incorporating email marketing with the aim of increasing traffic to their website.

Client Brief & Objectives:



- To achieve rankings in global Google search results, specifically the UK and Canada.
- To gain top ranking positions across multiple countries and in multiple languages.
- To significantly increase signups and website traffic.
- To test, measure and optimise the website to identify new opportunities for conversions.



Strategy Implementation

- Extensive on-site SEO to improve brand, local and longer tail search engine results.
- Improvement of key landing pages and site structure optimisation.
- Widespread competitor link analysis and acquisition.
- Comprehensive content creation strategy including news, tips and equipment guides.
- Anchor text keyword driven link building via articles, blogging and online PR.
- Innovative link building and link baiting strategies for building a natural back link profile.

We ran an exhaustive search query analysis and from this it became apparent that a principal problem was that the template being used was also used by many other websites, which was causing duplication issues. These issues were soon resolved and promoted increased rankings.

Results

- Bingo.com achieved top rankings across all major search engines.
- Bingo.com achieved top rankings across all regional Google searches.
- Major traffic increases from the UK and other primary regions where Bingo is a major gaming interest.
- Despite multiple and major algorithmic updates, with the integration of the recommendations given over the two years spent as a client, Bingo.com has attained top rankings and continue to hold top rankings globally for hundreds of bingo related terms.

“Our SEO campaign proved an excellent investment.”

Jason Williams
Vice President of Website Development
Bingo.com

