



**Microsoft Partner:** Phoenix Software Ltd  
**Web site:** [www.phoenixs.co.uk](http://www.phoenixs.co.uk)  
**Country or region:** United Kingdom  
**Products & Services:** Software Reseller and IT Services Provider

### Partner profile

Phoenix Software Ltd. was established in 1990. Today, with annual revenue in excess of £50m, Phoenix employs 120 people and has grown into one of the UK's leading suppliers of software and foremost expert in software volume licensing and compliance.

### Software and Services

Phoenix Software Ltd. provides Software Asset Management services and a range of IT professional services. Their team of highly qualified and experienced systems engineers offers design, planning, project management, and implementation and support services for a range of key software products. Their close working relationships with the world's key software vendors including Microsoft, Symantec/Altiris, VMware, Citrix, IBM, Adobe, Sophos, Novell and Websense, have gained some of the industry's highest partner accreditations. The depth and breadth of these accreditations reflects their commitment to maximising customers' return on IT investment while minimising the risk of implementing new technologies.

### Phoenix Software Web Site

The broad exposure afforded by the company's web site provides invaluable support for its marketing efforts.

Even though the Phoenix Software web site was already generating a good amount of traffic, Phoenix wanted to better understand how search engines ranked the site, and what could be done to generate more organic traffic. These are all reasons why they engaged with [Microsoft's SEO Services for Microsoft Partners in early 2010](#). This service, provided to Microsoft partners worldwide, enables Microsoft partners to obtain a discount on SEO services through a Microsoft-approved vendor.

### Results tell the real story

Results as depicted on the following graph (Figure 1) show an increase in organic traffic "non-paid search traffic"; a **significant overall increase (22.04%)** in visitors who arrived at the site via a "natural" search, as opposed to those who arrived through a "paid ad".

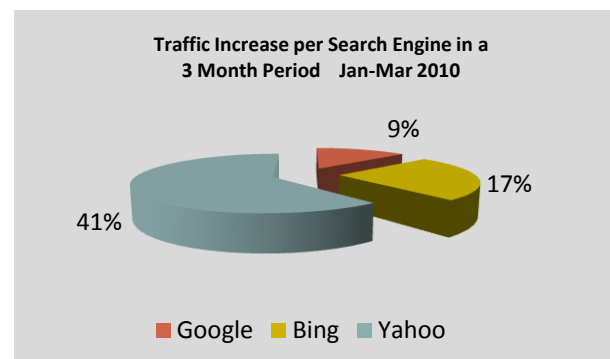
Figure 1

| Increase in Organic Traffic by Search Engine<br>January – March 2010 |            |                |            |
|----------------------------------------------------------------------|------------|----------------|------------|
|                                                                      | Start Date | 3 months after | % increase |
| <b>Traffic Google</b>                                                | 4985       | 5418           | 9%         |
| <b>Traffic Bing</b>                                                  | 260        | 303            | 17%        |
| <b>Traffic Yahoo</b>                                                 | 88         | 124            | 41%        |

### The Goal: Generate more "Organic" leads to our Web site. See (Figure 2)

As one of the company's top lead generating sources, the Phoenix Software web site is an essential tool for capturing leads from customers that are looking for design, planning, implementation and support services across the full Microsoft portfolio.

Figure 2



"We place a huge amount of importance on our web strategy, as it helps us reach out to new customers and provide more dynamic information than traditional communication vehicles."

—Samantha Mudd, Director of Sales and Marketing, Phoenix Software Ltd.

**Microsoft’s UK Partner wins major account and increases “Organic” site traffic by 22.04% in 3 months (Jan.-Mar. 2010).**

“Our web site has generated leads, one notable one from an international company where we have just won a large SAM managed service project. They claim they did an Internet search on “Software Asset Management” and found our tool Licence Dashboard that way, and subsequently sent us a RFP to respond to. We then ended up winning the project which will become one of our most prestigious clients this year for SAM.”

—Samantha Mudd, Director of Sales and Marketing, Phoenix Software Ltd.

One of the most telling results to Phoenix Software was the improvement of Google **Ranking per Key Word** (keywords chosen by Phoenix) in such a short timeframe; 3 Months. See (Figure 3).

Figure 3

| Google Ranking Results     |             |             |
|----------------------------|-------------|-------------|
| Keyword                    | Jan-2010    | Mar-2010    |
| Altiris partner            | Not top 100 | 1           |
| Email archiving            | Not top 100 | 67          |
| IT asset management        | 32          | 21          |
| IT services                | Not top 100 | Not top 100 |
| Licence Dashboard          | 6           | 7           |
| Microsoft LAR              | Not top 100 | 24          |
| NetApp                     | Not top 100 | 51          |
| NetApp consultancy         | Not top 100 | 14          |
| SAM                        | Not top 100 | Not top 100 |
| Software asset management  | 50          | 14          |
| Software Licensing         | 50          | 8           |
| Software Reseller          | Not top 100 | 2           |
| VDI specialist             | 33          | 33          |
| Virtualisation             | 94          | Not top 100 |
| Virtualisation consultancy | Not top 100 | Not top 100 |
| Vsphere                    | 54          | 54          |
| vSphere consultancy        | Not top 100 | 4           |

SEO increases “Qualified” traffic and decreases “Disqualified” traffic through the precise use of keywords. This means that searching customers get more accurate results and companies more “Qualified” prospects, therefore an increase in potential sales.

**Optimizing the Web site as an effective sales tool**

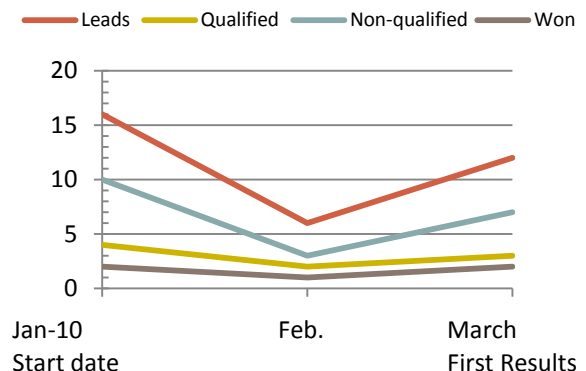
“It was timely that Microsoft approached us as we had just overhauled our Web site in 2009 and needed to have some independent advice on how to structure and set key word objectives for optimum success.”

—Samantha Mudd, Director of Sales and Marketing, Phoenix Software Ltd.

Increased web traffic only re-enforces the importance of a web site as a customer engagement tool for a company. More important to Phoenix Software Ltd. and other businesses alike, is how to convert those visitors-potential leads into sales. See (Figure 4)

The results indicate that the SEO project has helped the Phoenix Software Ltd. web site bring in more “qualified” leads, improving the company’s closure rate. At the same time, the number of “disqualified” leads has been decreasing—meaning that those people who find the site are there because the search is more accurate.

Figure 4



## SEO is a cost-effective mechanism for capturing leads online

The benefits of SEO outweigh any of the other methods used to improve page ranking, key word ranking or positioning. Why is this? Because an optimized Web site will generate **organic** traffic and will be ranked by search engines based on the site's content. Optimization of a Web site will last for a long time, while other ranking methods will last as long as a customer can afford to pay for them.

Another benefit from the SEO Program is that Microsoft Partners learn about the importance of SEO and when the SEO program is complete, partners can maintain their web site progress.

### The SEO Program - Process & Engagement timelines

As a Gold partner, Phoenix Software already had a longstanding relationship with Microsoft and welcomed the chance to participate in the beta phase of the search engine optimization (SEO) project being carried out with a small set of Microsoft partners.

After speaking with key members of the Phoenix Software team to understand the company's goals for its site, [SEO Services for Microsoft Partners](#) assigned a team of its SEO experts to analyze the Phoenix Software web site.

The outcome of this audit was a **Baseline Report** that provided a comprehensive site review, including recommendations and instructions to improve the search rankings of the Web site.

In order to run a successful SEO engagement, it is important to understand the process and be committed to the duration of the engagement. The initial process will take about 2 to 3 weeks with an additional week to implement the recommendations, followed by a regular SEO "tune-up" on a monthly basis. The process is as follows on Figure 5:

Figure 5



"Working with SEO Services for Microsoft Partners on our SEO project has been a delight. The report and guidelines they produced for us were comprehensive and straight forward to implement by our web development and marketing teams. They've also communicated effectively and all the necessary feedback was provided at each stage of the project"

—Kevin Wootton, Software Development Manager,  
Phoenix Software Ltd

