

# POWEROBJECTS

**Microsoft Partner:** PowerObjects  
**Web site:** [www.powerobjects.com](http://www.powerobjects.com)  
**Country or region:** United States  
**Products & Services:** Customer Relationship Management Applications

## Partner Profile

Founded in 1993, PowerObjects has grown into a multi-million dollar product and services company specializing in **Microsoft Dynamics CRM**.

## Service and Solutions Offerings

Power Objects is a company specializing in **Microsoft Dynamics CRM** and applications. Whether you are looking for an **on-premise** or a **hosted CRM** solution, PowerObjects will align the best solution utilizing their basic (or standard) implementations, to creating a complex line of business applications using **CRM** as an **"XRM"**

## SEO Key Performance Indicators (KPIs) and ROI.

When adopting an SEO program, every company should establish key performance indicators (KPI's) in order to measure the achievement of objectives. One of the most important key performance indicators is to increase "organic" traffic through your website by ranking within the first 3 pages for relevant keywords in the largest search engines: Bing, Google or Yahoo. This KPI will increase website traffic, leads, and generate additional sales.

Return on investment (ROI) can be measured in addition to KPI objectives. A general recommendation is the use of tracking code on your website that allows reporting traffic and landing visits to key pages that can trigger sales efforts.

## SEO Services for Microsoft Partners, a success story for PowerObjects.

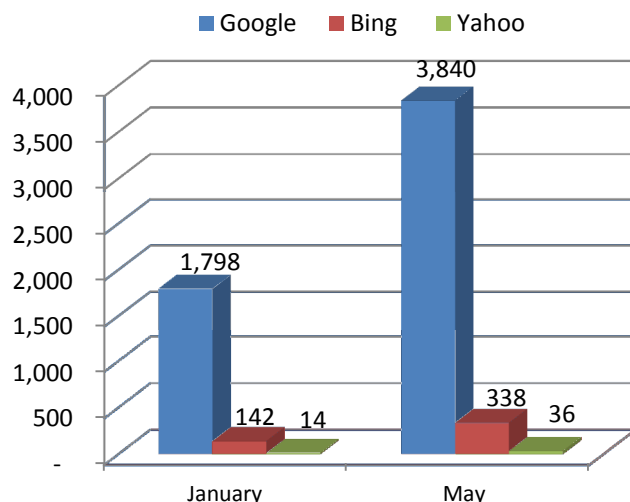
PowerObjects was looking to improve their web site SEO strategy and willing to take the necessary steps in order to increase their web traffic and incoming links for more sales lead generation. As a Microsoft Gold Certified partner, PowerObjects welcomed the chance to participate in the beta phase of [SEO Services for Microsoft Partners](#), a search engine optimization (SEO) program being carried out with a small number of Microsoft partners.

"We are constantly working on and are always looking for ways to improve our SEO. Therefore getting another set of professional eyes to look at our site from an SEO perspective was one of the key considerations for participating in the program".

Jim Sheehan, COO, Power Objects

PowerObjects enrolled in the program at the beginning of January and about half way through the program results were impressive. Figure 1 below shows an overall website traffic **increase of 116%** from the month of January 1<sup>st</sup> through May 31<sup>st</sup>.

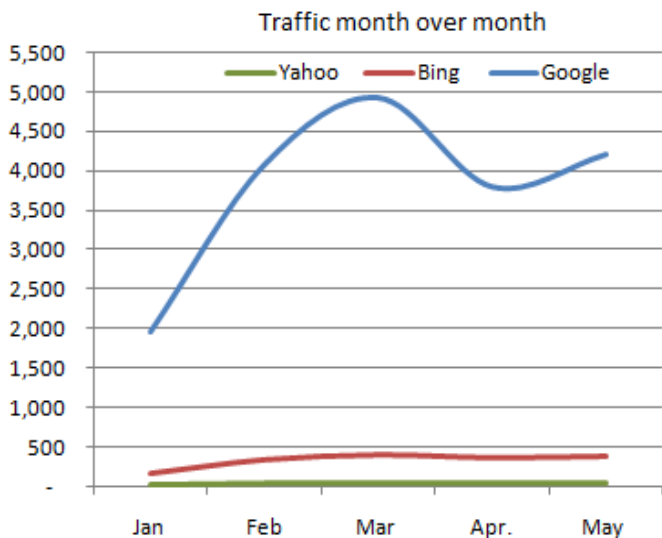
Fig. 1 Monthly website traffic.



**More impressive SEO Results:**

New visitor traffic for PowerObject’s was growing at an impressive average rate of 68% to 70%. The data used and shown on figure 2 below is from Google Analytics and reflects time periods from January through end of May 2010.

Fig.2



Web traffic only re-enforces the importance of a website as a customer engagement tool for a company.

The goal of website optimization is to generate more “Organic” leads to your website site. More important to PowerObjects and other businesses alike, is how to convert those visitors and potential **leads into sales**.

“The SEO program was a wonderful opportunity to work with a group that knows SEO like we know Microsoft Dynamics CRM. They brought the focus and a detailed plan that allowed us to continue to do what we do best and move up in the rankings at the same time – one of the better programs we have been involved in.”

Jim Sheehan, COO, PowerObjects

The first SEO Service analysis “Baseline Report” performed on PowerObject’s web site indicated that **Keywords** being used were **not** ranking in the Top 100 for the major search engines (Google, Bing & Yahoo). After reviewing the Baseline report with the SEO Services Team and applying the recommendations, results were surprising. In a matter of four months (Feb.-May), keyword rankings improved tremendously, see figure 3 below.

Fig.3

URL	Jan-2010 Before	May-2010 After
<a href="http://www.powerobjects.com">www.powerobjects.com</a>		
Keyword	Google Ranking	
crm dynamics	Not in Top 100	54
customer management	Not in Top 100	Not in Top 100
customer relationship management	Not in Top 100	Not in Top 100
hosted crm	Not in Top 100	31
hosted customer relationship management	Not in Top 100	22
hosted microsoft crm	99	25
marketing solutions	Not in Top 100	Not in Top 100
ms crm	Not in Top 100	Not in Top 100
on demand crm	Not in Top 100	Not in Top 100
outlook crm	31	36
xRM	Not in top 100	29
<p><b>Note: These are highly competitive keywords for this industry. Partner to continue optimizing website for keywords currently not ranking in top 100.</b></p>		

PowerObject’s team members understand the company’s goals for its site and by working with the assigned team of SEO experts from [SEO Services for Microsoft Partners](#) now have a better understanding on how to deliver or implement required changes.

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 takes about 2 to 3 weeks with an additional month to implement the recommendations, followed by a regular SEO “tune-up” on a monthly basis.

