

# CASE STUDY | THE SCOTTS COMPANY

## BACKGROUND

The Scotts Company was seeking a complete plan to increase organic traffic and preferred to partner with an SEO company that could provide an aggressive, performance-based strategy for the 2009 fiscal year.

## SOLUTION

People To My Site partnered with The Scotts Company to increase their organic website traffic. An SEO Roadmap was developed to summarize the entire campaign strategy. Beginning with over a month of keyword and site research, the PTMS team launched on-site work in early 2009 and began tracking success measurements using equivalent SEO data in April 2009. Strategic sessions to determine the right keyword list was essential, with PTMS team leads attending Scotts' training sessions to get first-hand knowledge of the business. Instead of simply optimizing The Scotts Company's website, PTMS needed to actually build traffic.

## RESULTS

PTMS' goal was to increase The Scotts Company's organic site traffic by 15% in FY2009. Comparing equivalent FY2008 vs. FY2009 data, we were able to achieve in excess of a 30% increase – twice the initial goal – in organic site traffic for months experiencing positive growth.

***“PTMS drove a 30% increase in our SEO traffic, which exceeded a key business goal.”***  
– Joel Reimer, Director of Interactive Marketing

