



### UK BASED ONLINE RETAILER MAXIMIZING EXPOSURE ON THE WEB THROUGH SEARCH ENGINE OPTIMISATION

#### Tribal UK

Tribal UK is an online retailer of electronic goods, including everything from gaming consoles to electric cookers. Tribal UK does business directly with customers and uses modern business and marketing strategies to present quality products and first-rate customer service.

#### Online Presence and Objectives

Tribal UK offers a vast collection of electronic goods to be viewed, bought and paid for online. To make certain that it remains one of the major players in online electronic sales, Tribal UK instigated an online marketing plan.

Tribal UK began working with 24/7 Real Media in May 2005 and has since enjoyed marvellous growth in organic search results across all the major search engines. The Tribal UK site has a wealth of electronic items for their customers, including product information. The site allows customers to browse and pay for any product they choose.

Tribal UK understands the potential of the Internet for their business making it a significant factor of their marketing efforts. As Tribal UK's Search Engine Optimisation (SEO) campaign commenced, three important objectives were identified:

- Increase the amount of traffic to the Tribal UK Website
- Increase the number of sales for each product line Tribal UK offers
- Increase rankings for the competitive and primary targeted keywords for their industry

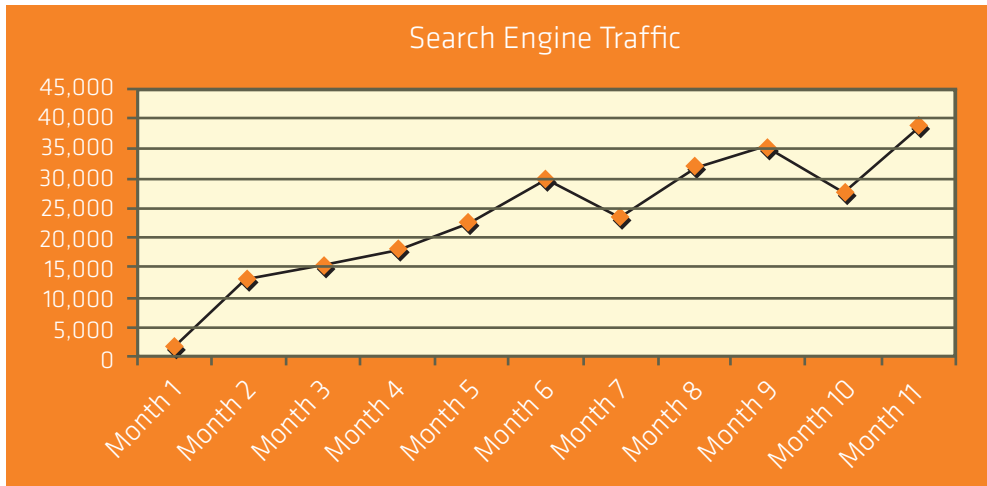
#### Solution

24/7 Real Media embarked on a systematic SEO analysis of the Tribal UK site. The first priority was to fix the page titles and descriptions as they were not targeting the correct keywords. During this process an exhaustive amount of research was done to identify the best keywords and phrases for the assortment of products Tribal UK sells.

"I'm very happy with the customer service provided and will continue to use 24/7 Real Media as my search engine marketing service provider."

-Sean Clark,  
Head of eCommerce,  
Tribal UK





### Results

Tribal UK enjoyed very positive results once 24/7 Real Media's SEO plan was put into practice:

- Increased search engine traffic by almost 300% since the inception of the campaign
- Increased rankings for the industries head terms
- Rankings for tail terms on deep-level pages

### About 24/7 Real Media, Inc.

24/7 Real Media, Inc. is a leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency, and ROI. Using its award winning ad serving, targeting, tracking, and analytics platform, powerful search marketing capabilities and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe, and Asia Pacific. For more information, please visit [www.247realmedia.com](http://www.247realmedia.com).

**24/7 Real Media:**  
**The Science of Digital Marketing.**

"I would highly recommend 24/7 Real Media for any Search Engine Optimisation campaign. I have been a client since May 2005 and have watched my traffic more than double since following the SEO recommendations that 24/7 Real Media provided. The additional traffic driven to my site has increased sales and ROI, and the rankings for my targeted keywords continue to climb in the search engines."

-Sean Clark  
Head of eCommerce,  
Tribal UK