


Case Study - Pearl Software

	<p style="text-align: center;">eBrandz Appraisal:</p> <p>Pearl Software continues to retain eBrandz beyond its initial scope of work in order to further optimize its web site as well as manage its Pay-per-click marketing efforts.</p> <p style="text-align: right;">- David Fertell, Pearl Software</p>
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Client: Philadelphia based Pearl Software provides employee Internet monitoring, filtering and control solutions to companies, schools, libraries and government agencies. Pearl Software places companies in control of employee web browsing, file transfers, news, chat, e-mail and instant messaging to proactively address productivity, data security, privacy compliance and legal liability issues related to inappropriate use of the Internet.

Challenge: The majority of Pearl Software’s sales leads are generated through its Internet site. Hence, they sought a reputable SEO firm which would help boost its web traffic and also increase the quality and quantity of leads coming through the website. However, there were so many different SEO vendors out there, that Pearl Software had to use a multi-level criteria matrix in evaluating potential SEO companies. The criteria included

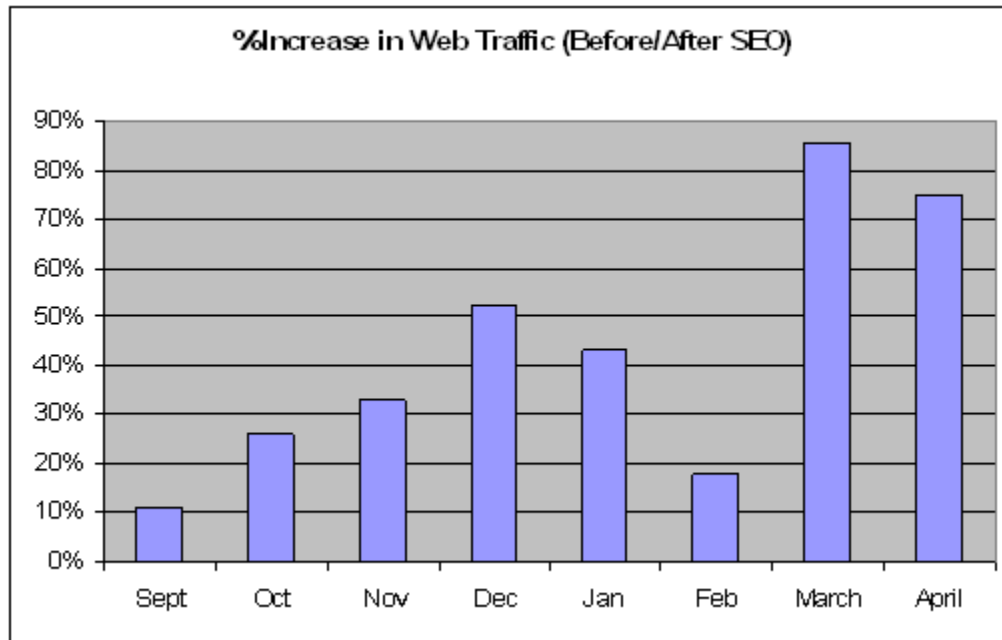
CRITERIA	SCORE (0 TO 5)
Process Knowledge	5
Professionalism	5
Use of Ethical SEO Methods	5
Company’s Own Search Engine Ranking	5
Startup Costs	5
Ongoing Monthly Costs	5
Press Release Distribution	0
Article Syndication	0
Link Exchange Management	5
Organic Ranking Management	5
Pay-per-click Ranking Management	5
Years in Business	5
Telephone Follow UP	3
Email Follow UP	5
Location	1

While eBrandz location, telephone follow up and traditional PR capabilities were not as attractive/strong as some of their competitors, on balance, eBrandz far exceeded all other companies being evaluated based on overall score vs. cost of services.

Solution: At the outset of the engagement, eBrandz scoped the work to be done including time lines and anticipated results. All work that was done was clearly communicated in scheduled reports. Questions by Pearl Software personnel were

promptly addressed. eBrandz team quickly showed themselves to be very capable, professional and trustworthy while developing SEO strategy for Pearl Software.

Results: Improvements began immediately. Though traffic reports were provided by eBrandz, Pearl Software continued to analyze performance based on its own measurement tools. The percentage increase in web traffic due primarily to eBrandz SEO efforts is shown below:



Based on these outstanding results, Pearl Software continues to retain eBrandz beyond its initial scope of work in order to further optimize its web site as well as manage its Pay-per-click marketing efforts.



Search	Google
E-Communications Filtering Software	# 1
Employee Internet Monitoring	# 2
Employee Web Browsing Control	# 2
Internet Access Control	# 2
Terminal server monitoring system	# 2
schools internet monitoring	# 3
internet access monitoring	# 4
Internet Monitoring	# 5
Internet Monitoring Software	# 5
internet access control software	# 6
Web User Monitoring	# 6
government internet monitoring	# 7
internet usage monitoring	# 7
web filtering software	# 7
employee email monitoring	# 10
web filtering	# 10
Web Browsing Control	# 11

thin client monitoring software	# 13
Employee Internet Management	# 14
chat monitoring software	# 17
Im Management Software	# 20
instant messaging monitoring	# 24
Internet Filtering System	# 30



Search	MSN
E-Communications Filtering Software	# 1
Employee Internet Management	# 1
Employee Web Browsing Control	# 1
government internet monitoring	# 1
Internet Access Control	# 1
internet access control software	# 1
internet access monitoring	# 1
Internet Access Policies	# 1
Internet Filtering Software	# 1
schools internet monitoring	# 1
Terminal server monitoring system	# 1
internet usage monitoring	# 1
Employee Internet Monitoring	# 3
Internet Monitoring	# 3
Internet Monitoring Software	# 3
employee email monitoring	# 6
thin client monitoring software	# 6
Web Browsing Control	# 7
web filtering	# 12
schools internet filtering	# 14
instant messaging monitoring	# 15
web filtering software	# 15
Internet Filtering System	# 16



Search	YAHOO
E-Communications Filtering Software	# 1
Employee Web Browsing Control	# 1
internet access control software	# 1
internet access monitoring	# 1
Terminal server monitoring system	# 1
internet usage monitoring	# 1
chat monitoring software	# 2
government internet monitoring	# 2
schools internet monitoring	# 3
Employee Internet Monitoring	# 5
Web User Monitoring	# 5
thin client monitoring software	# 6
Internet Access Control	# 9
web filtering software	# 9

Web Browsing Control	# 10
Internet Monitoring	# 11
employee email monitoring	# 12
Employee Internet Management	# 12
Internet Filtering Software	# 14
laptop monitoring software	# 15
Im Management Software	# 18
instant messaging monitoring	# 20