



# Siba case study

SIBA AB is one of Sweden's leading retail trade companies within consumer electronics. SIBA sells Radio & TV, computers & tele-phones and white goods to consumers as well as to companies. Their business idea is to deliver consumer electronics to customers better than any competitor and their goal to offer the best combination of quality and price.

Case specifics:

## Background

The consumer electronics goods market is very competitive with high cost per click rates in sponsored links. To use additional cost effective search marketing tools for this type of products is essential for reaching higher conversion rates. SIBA has several thousand different goods for sale on their website but, when tested, only a few where to be found by regular search engines.

## Challenge

The problem SIBA was facing was that most of their content was difficult for the search engines to index. Search engines spiders could not reach through to SIBA's product database and caused loss of sales to competitors.

## Solution

Using InSite, Relevant Traffic retrieved data from a large number of products from their database creating searchable web pages. InSite reproduced the pages exactly as the original pages and kept the same web site hierarchy, profile and structure. The searchable product database was then continually optimised to keep the best possible placement in the search engines.

"It was truly a surprise to see the amount of new conversions happening after we went live with the newly created web pages. Relevant Traffic InSite has been a far more cost effective investment compared to what we have done before, like traditional banner advertising" Says Maria Walmu, Sales Director, SIBA.

## Future

"We will keep on investing our budgets with Relevant Traffic since it has meant such high return on our investment, rather than spending our advertising budget on less cost effective channels", Says Maria Walmu, Sales Director, SIBA.

" Relevant Traffic InSite has been a far more cost effective investment compared to what we have done before"

- Maria Walmu, Sales Director, SIBA.

## Relevant Traffic InSite

InSite is an in-house developed service, which enables a product database to be searchable in the organic search results of search engines. InSite helps to lift up hidden information in dynamic databases and creates optimised pages that are easily indexed by search engines. Relevant Traffic offers an active partnership with a dedicated team working for you to make search into an integrated part of your marketing mix. With our Pan European presence we have experience from a large number of industries and local market knowledge. We speak more than 11 languages to ensure we give you the same market expertise throughout all your country specific websites.

Relevant Traffic is a Pan European full service Search Engine Marketing firm founded in 1995 with offices in Denmark, France, Germany, Norway, Spain, Sweden (HQ) and UK. Relevant Traffic's mission is to maximise a client's ROI within the search market; including search engines, contextual environments and price comparison services. Clients range from large e-commerce banks and travel companies to midsize B to B companies. Relevant Traffic is third party audited by ABCe and TS

relevanttraffic.com  
info@relevanttraffic.com

Berlin | Cologne | Copenhagen | Hamburg | London | Madrid | Munich | Oslo | Paris | Stockholm (HQ)

**RELEVANT  
TRAFFIC**  
Relevant traffic to your web site