

**Business problem:**

Edwin Watts needed to find a way to boost traffic to their website and increase conversion rates.

Solution:

Using a combination of SLI Systems' hosted site search and user-generated SEO services has improved their online business. It has also decreased the time spent manually optimizing their SEO keywords by automatically analyzing their customer's "long tail" terms.

SLI Systems Increases Traffic and Sales at Edwin Watts Golf E-commerce Site

For e-commerce companies both small and large, effectively managing Search Engine Optimization (SEO) can feel like battling gusty winds on the fairway. Often, you just give it your best shot and hope the ball finds the hole - or that the customer finds your web site.

But as one of the world's leading golf retail organizations - Edwin Watts - recently discovered, there is a better way to boost qualified traffic and increase conversion rates through SEO. And it requires very little effort. It's called Site Champion.

Growth in e-commerce poses competitive challenges

Edwin Watts started as a small pro shop at the Fort Walton Beach Golf Club in Fort Walton, Florida, in 1968. The company, which now operates 67 stores in 11 states, began selling online in 1999. Since that time, it's become increasingly tricky to stay on top of the company's SEO efforts, according to Nik Kuritz, the company's Internet director.

"With more and more golf retail sites popping up, SEO has become more critical than ever to our marketing strategy, and also more time-consuming. It's basically a 'one-man-show' and it got to the point where I couldn't give SEO the attention it required. We almost needed someone overseeing the process full-time, but as a small business, we didn't have that luxury. We weren't sure what to do, until we found SLI Systems."

"Site Champion's affordable cost and traffic-generating capabilities helps improve our business tremendously. And it just gets better everyday."

Nik Kuritz, Edwin Watts Internet Director



“They’re extremely responsive and handle my requests within 24 hours. I don’t think I’ve ever experienced such good service.”

Nik Kuritz, Edwin Watts Internet Director



Learning Search and Site Champion: a powerful combination

After looking at several search and SEO solutions from various vendors, Kuritz selected SLI Systems for its Learning Search hosted site search and Site Champion user-generated SEO offerings. Learning Search and Site Champion work together, continually “learning” from customers’ search activity on EdwinWattsGolf.com and delivering results based on what visitors to the site choose, rather than unintuitive keyword algorithms.

As an add-on to Learning Search, Site Champion is a powerful tool that automatically optimizes web pages for thousands of ever-changing keywords. Site Champion automatically creates landing pages based on the keywords visitors type into the site search box and generates ‘search suggestions’ - alternate search terms that include relevant keywords - and creates an effective linking structure to give pages on Edwin Watts Golf higher value on the major search engines.

Site Champion is designed to blend with - not replace - a company’s existing SEO efforts. While consultants or an in-house team develop linking strategies and improve site content, Site Champion optimizes for thousands of “long tail” terms - something not possible when handled manually.

Service, performance and ROI: SLI delivers

According to Kuritz, the combined SLI offerings gave Edwin Watts the tools they needed at a price that provided a compelling ROI - which was realized almost immediately. And since both Learning Search and Site Champion are hosted by SLI, deploying and using them on an ongoing basis requires little time or effort.

Of the many benefits Site Champion offers, Kuritz likes that he doesn’t have to anticipate which keywords to optimize. Instead, visitors to EdwinWattsGolf.com do the work for him. Rather than manually creating a small keyword list, Site Champion automatically analyzes thousands of keywords used by visitors to identify the best SEO candidates.

It gets better every day

Another benefit of Site Champion is the 24x7 service and support provided by SLI Systems. Kuritz says, “SLI’s customer service team takes care of any issue, large or small, right away. They’re extremely responsive and handle my requests within 24 hours. I don’t think I’ve ever experienced such good service.” Additionally, Kuritz doesn’t have to call on outsourced programmers to perform software upgrades or routine maintenance as it’s all handled by SLI.

Aside from SLI’s service and Site Champion’s performance, Kuritz sees great bottom-line benefits from the solution. “Other products were extremely expensive and didn’t generate results. Overall, Site Champion’s affordable cost and traffic-generating capabilities helps improve our business tremendously. And it just gets better everyday.”

SITE SEARCH THAT LEARNS • MERCHANDISING • USER-GENERATED SEO

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