

Case Study

Metro Credit Union



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The Challenge

When we were hired by Metro Credit Union, one of the largest credit unions in Massachusetts, in April 2009, they had some initial, local ranks (mostly including town names) for an old domain name, metrocreditunion.org (credit unions ma - #7 in Google, etc.), and a few 3rd and 4th page ranks for their newer domain, metrocu.org, like “wireless banking massachusetts” at #30 in Google). Google was clearly unsure of which domain was the correct one, and this needed to be remedied. They were also looking to increase visibility for state and regional search terms, as well as add ranks for higher-level terms like “online banking”.

The Strategy

We advised the client that they needed to immediately implement an “IP Funnel” technique that would redirect users from the old domain to the new one. Although the old domain had more backlinks, the IP Funnel would “channel” the link power to the new domain and would tell Google to un-index the old site and index the new one. Metro Credit Union was aware that some first-page ranks on the old domain could be lost temporarily while we fixed the domain indexing issue, but they opted to take a long-term approach, and agreed to use metrocu.org as their main domain moving forward, as that was the domain they were using in their offline marketing efforts.

We installed Google Analytics on the site to complement their existing analytics package and started adjusting on-page optimization factors on the main pages, including Title tags, Meta tags, and text optimization.

Additionally, we started a link-building campaign that involved submitting press releases and articles to online media and content sites, with links back to the Metro Credit Union website.

The Results

Site Indexing: before implementation of the IP Funnel, Google had indexed 227 pages on the metrocu.org domain and 106 pages on the old metrocreditunion.org domain. As of September 2009, Google had continued to index the full metrocu.org site, but was only indexing one page (the home page) on the metrocreditunion.org domain.

Indexed Pages

metrocu.org metrocreditunion.org

Apr-09 227 106

Sep-09 223 1

Search Engine Ranks:

Out of 311 terms checked, Metro was ranking in the top 50 results for just 12 of those terms as of April 14, 2009 (including ranks on both domains). On August 5, 2009, Metro was ranking in the top 50 results for 135 terms, all on the correct metrocu.org domain.

<i>Date</i>	<i># of Google Ranks (of 311 checked)</i>
<i>April 2009</i>	<i>12</i>
<i>August 2009</i>	<i>135</i>

Top Ranks - Google Ranking Comparison (April – August, 2009):

Keyword	Apr-09	Aug-09
<i>credit unions massachusetts</i>	<i>4</i>	<i>2</i>
<i>credit unions ma</i>	<i>7</i>	<i>6</i>
<i>creditunion massachusetts</i>	<i>Not in Top 50</i>	<i>4</i>
<i>credit union ma</i>	<i>Not in Top 50</i>	<i>7</i>
<i>credit union massachusetts</i>	<i>Not in Top 50</i>	<i>6</i>
<i>personal banking ma</i>	<i>Not in Top 50</i>	<i>3</i>
<i>business banking ma</i>	<i>Not in Top 50</i>	<i>2</i>
<i>small business banking ma</i>	<i>Not in Top 50</i>	<i>7</i>
<i>small business checking ma</i>	<i>Not in Top 50</i>	<i>10</i>
<i>online banking ma</i>	<i>Not in Top 50</i>	<i>2</i>
<i>online banks ma</i>	<i>Not in Top 50</i>	<i>2</i>
<i>online bank ma</i>	<i>Not in Top 50</i>	<i>7</i>
<i>online banking massachusetts</i>	<i>Not in Top 50</i>	<i>10</i>
<i>online checking accounts ma</i>	<i>Not in Top 50</i>	<i>5</i>
<i>online checking accounts Massachusetts</i>	<i>Not in Top 50</i>	<i>5</i>
<i>online savings accounts ma</i>	<i>Not in Top 50</i>	<i>5</i>
<i>online savings accounts Massachusetts</i>	<i>Not in Top 50</i>	<i>7</i>
<i>wireless banking massachusetts</i>	<i>30</i>	<i>1</i>
<i>wireless banking ma</i>	<i>Not in Top 50</i>	<i>1</i>
<i>telephone banking massachusetts</i>	<i>Not in Top 50</i>	<i>1</i>
<i>telephone banking ma</i>	<i>Not in Top 50</i>	<i>1</i>
<i>savings accounts ma</i>	<i>Not in Top 50</i>	<i>5</i>
<i>checking accounts ma</i>	<i>Not in Top 50</i>	<i>8</i>
<i>bank accounts ma</i>	<i>Not in Top 50</i>	<i>7</i>
<i>individual retirement accounts mass.</i>	<i>Not in Top 50</i>	<i>9</i>
<i>individual retirement accounts ma</i>	<i>Not in Top 50</i>	<i>9</i>
<i>retirement planning massachusetts</i>	<i>Not in Top 50</i>	<i>9</i>

<i>ira savings accounts ma</i>	<i>Not in Top 50</i>	7
<i>ira savings accounts massachusetts</i>	<i>Not in Top 50</i>	8
<i>ira account ma</i>	<i>Not in Top 50</i>	2
<i>ira account massachusetts</i>	<i>Not in Top 50</i>	8
<i>ira accounts massachusetts</i>	<i>Not in Top 50</i>	9
<i>high yield certificates of deposit mass.</i>	<i>Not in Top 50</i>	9
<i>high yield certificates of deposit ma</i>	<i>Not in Top 50</i>	7
<i>high yield savings accounts ma</i>	<i>Not in Top 50</i>	2
<i>high yield savings accounts Massachusetts</i>	<i>Not in Top 50</i>	4
<i>personal investing ma</i>	<i>Not in Top 50</i>	10
<i>student bank accounts ma</i>	<i>Not in Top 50</i>	1
<i>student bank accounts Massachusetts</i>	<i>Not in Top 50</i>	1
<i>bank mortgage rates ma</i>	<i>Not in Top 50</i>	6
<i>bank mortgage rate ma</i>	<i>Not in Top 50</i>	10
<i>bank mortgage rate Massachusetts</i>	<i>Not in Top 50</i>	10
<i>consumer loans ma</i>	<i>Not in Top 50</i>	5
<i>bank loans ma</i>	<i>Not in Top 50</i>	8

Google Analytics:

Traffic Sources: due in part to the effects of the IP Funnel, traffic from Google to the metrocu.org domain increased significantly since the project start. In fact, Google organic traffic to the metrocu.org domain increased from 1,008 visits in April 2009 to 15,468 visits in July 2009, an increase of more than 1500%. In April 2009, total search engine traffic to the metrocu.org domain was 5.7% of total traffic, but by June this had increased to 8.07%, and in July (when all keywords that we were tracking were now linking to the metrocu.org domain) the percentage of search engine traffic was 18.79%. In August 2009 (well after the effects of the IP Funnel were over) the percentage of search engine traffic continued to increase to 23.26% of total traffic.

Visitors

In August 2009, when direct traffic was down 5.63% from July, Google organic traffic was up 29.47% (from 15,468 visits to 20,026 visits), Yahoo organic traffic was up 19.07%, and Bing traffic was up 20.79%.

Yahoo organic traffic, which was less affected by the IP Funnel, and had completely switched to metrocu.org by June 2009, showed a 34.64% increase in visitors from June to August (a two month period).