



## METSERVICE.COM CASE STUDY

# FIRST EXTENDS METSERVICE.COM MARKET LEADERSHIP WITH 55% ORGANIC SEARCH TRAFFIC GROWTH

**metservice.com**

### CAMPAIGN OBJECTIVES

1. Extend online market leadership
2. Grow organic search traffic
3. Ensure a smooth transition from the old site to the new

### RESULTS (JULY 2011 – JAN 2012)

- » 55% Year On Year growth in organic, non-brand search traffic
- » 64% Year On Year growth in total organic search traffic
- » 52% Year On Year growth in # keywords used to find the website

“ I am very happy with the SEO expertise FIRST has brought to the website relaunch. Working closely with front-end designers and information architects, the FIRST team ensured that our web development choices make sense from both a user perspective as well as search engines. We've seen some very nice growth from organic search that has exceeded our expectations.”

**CRAIG DELANY**  
Interactive Manager

MetService, together with their international commercial subsidiary, Metra, is a global leader in providing relevant, timely and accurate weather information services, benefitting billions of people throughout the world.

A decision was taken in 2009 to re-launch the MetService website to make it easier for Kiwis to find weather related information, as well as driving increased website engagement from users.

As New Zealand's 6th most popular website (Nielsen NetRatings, April 2011), it was imperative to ensure a smooth website re-launch for metservice.com. Obviously this also included protecting the substantial amount of organic search traffic delivered to the website. FIRST worked alongside MetService's other partners to manage the search risks associated with a website re-launch, including the correct migration of site content from [www.metservice.co.nz](http://www.metservice.co.nz) through to [www.metservice.com](http://www.metservice.com).

FIRST provided best practice search consulting services including consumer keyword search trend analysis, website content recommendations, information architecture, URL naming conventions as well as project management and auditing of the SEO technical implementation.

### RESULTS

As a result of our work, metservice.com has increased its presence with search engines by 52% YOY\* driving a 55% YOY\*\* increase in organic non-brand search traffic. Furthermore, comparing January 2011 with January 2009, non-brand traffic has increased by 165%.

\* Number of keywords used to find the website. January 2010 vs January 2011.

\*\* Non-brand organic search traffic, thus excluding metservice.com and associated keywords. January 2010 vs 2011

### NON-BRAND SEARCH TRAFFIC



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