



Success Story Document

St. Andrews Financial Planning

URL: <http://www.standrewsfp.com>

Background

St. Andrews Financial Planning is online services of financial planning and management it covers a huge business domain by providing its services to financial management, investment, will writing services, insurance services and others. St. Andrews Financial Planning has consultants having extensive experience in the mortgage and financial planning market and that expertise ensures that our customers receive advice suited to their individual needs.

Plexus Achievements

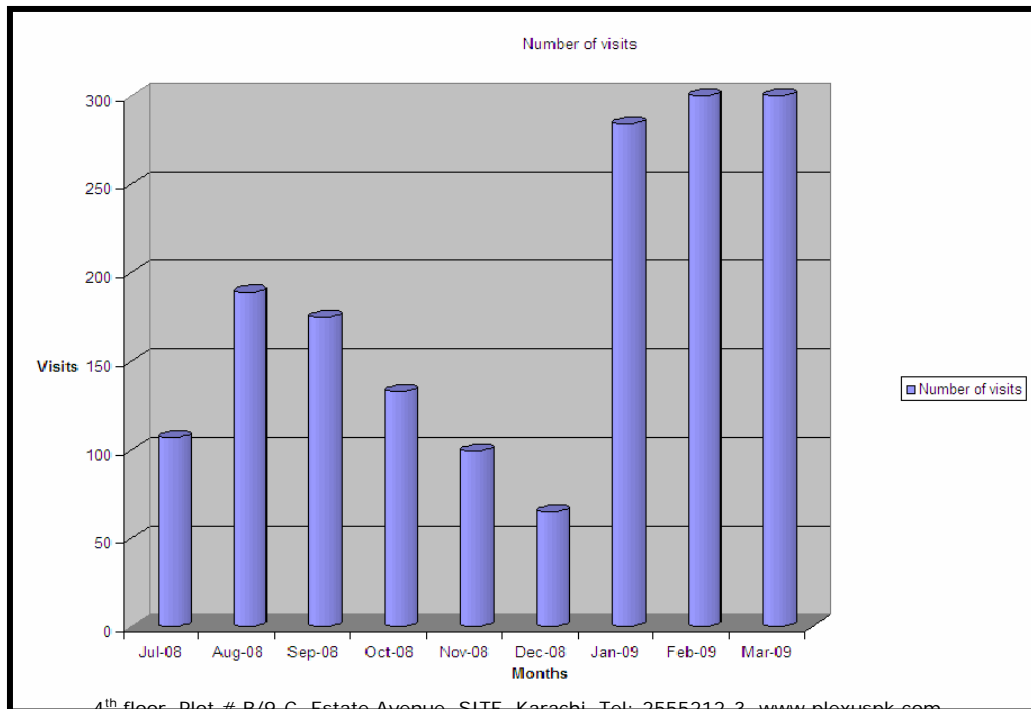
We took over this project in 2008 with a mission to make it one of the most successful websites in UK in financial planning sector. With our regular efforts and hard work we have achieved some milestone, which are almost unachievable in search engine optimization within that short time span.

We have positive results in almost every phase involved in the process of search engine optimization, and these results have become our triumph with an extra effort. It has never been easy to get the highly competitive keyword of UK financial sectors on the search engine results pages, but consistent efforts of Team Plexus made it in a very short time period. As a result, traffic of the website has been increased with a regular and rapid growth.

We had a trouble maintaining its traffic initially but after change in hosting server the issue has been managed successfully.

Visitor Increment

In December 2008, St. Andrews had just around 60 visitors a month, but in just few days, it crosses the mark of 250 and successfully entertained more than 300 visitors in the month of March 2009, due the some work done in on-page and off-page optimization.



Keyword Positions Increment

At one stage our client requested to change more than 75% of all primary keywords. At that stage more than 80% of primary keywords were already on a good position, considering that it was not easy for us to get new keywords on position but after the process of 22 days we were able to get these new primary keywords on the first page of search engine result pages.

Keywords	Positioning		
	Google	Yahoo	MSN
23th May			
St. Andrew Financial Planning	1	0	1
St Andrew Financial Planning	1	0	1
Saint Andrews Financial Planning	1	0	1
will writing services Norwich	3	5	2
Inheritance tax advice	0	0	0
mortgage advisers Norwich	6	83	3
re-mortgaging service	0	0	0
ifa Norwich	29	0	3
insurance services	0	0	0
insurance services Norwich	23	0	7
wealth management Norwich	3	0	1
estate planning advisers Norwich	1	2	2
investment advisers Norwich	3	0	3
investment management	0	0	0
independent financial advisers Norwich	15	8	2
financial planning services Norfolk	8	24	4
financial planning advisers Norfolk	6	6	3
financial planning advisers in Norfolk	2	10	3
financial planning services in norwich	1	5	6
financial planning services in norfolk	12	32	4
financial advisor norfolk	0	0	0
financial advisor norwich	7	63	19
financial adviser norfolk	0	0	0
financial adviser norwich	11	0	19

Conclusion

In a very short duration of time, Plexus has provided St. Andrews Financial Planning with extremely good results. These results provide an excellent R.O.I. to our client in their investments in Search Engine Optimization of their website.