

CLIENT: **StarTek Inc.**

StarTek Inc. is a high-quality business process outsourcing (BPO) company providing sales, order management and provisioning, customer care, technical support, receivables management, and retention programs, as well as a variety of multi-channel customer interaction capabilities including voice, chat, email, IVR and back-office support from 19 delivery centers worldwide.

Time Period of Project: January-December 2009

Project: Search engine optimization (SEO) of website and Google AdWords campaign

scope of work

- **SEO:** Implement an SEO strategy for the company's corporate website, www.startek.com
- **AdWords campaign:** Implement and run an AdWords campaign to generate client leads from the telecommunications industry

implementation

- SEO: Initial keyword and copy development, ongoing analytics and web updates
- Integrated campaign targeted at three business lines, featuring nine product lines, with a total of 27 individual ads

results

Search engine optimization

- 166.54% increase in visits from the previous year
- 4.73% average increase in visits per month
- 25.57% increase in average time on site
- 28.64% increase in pages per visit
- Identified at least 10 visitors and potential client leads per month

AdWords campaign

- 30.33% contribution to total visits
- 22.59% increase in time on site from ad-generated visits
- 9% increase in ad-generated visits per month
- 2% increase in pages per visit per month