



## Top Search Engine Positions Royal Ascot 2008

**T**his year I decided that I would put some extra energy into our Business in Ascot space with an emphasis on Royal Ascot 2008.

In 2006, out of the blue, Brian Smith sent me a page of hot tips for the first day's racing at Royal Ascot. He thought they may be of interest to some of our readers. I duly added them to the site each day and pointed people in their direction. During May that year, 40 people took a wander around our Business in Ascot space.

Royal Ascot 2007 followed a similar vein and at the end of the month I reviewed the stats and found that 600 people had visited the site in the month. Wow, 600 in one month. When I look back on the year, a total of 1200 people visited the space, so the normal average is around 50 people per month. So I took a look at what people were searching and the pages they were finding. There was a natural rhythm to the searches, runners, tips, winners for each race. The interesting fact was that many of the searchers were finding those pages that had been pushed out the year before. Are the pages keeping a small record of the number of visitors and the search engines giving this dominance?

So to 2008 and rather than a last minute push, let's prepare ourselves. So we created three pages for each race, runners, tips and winners which could be updated in real time. We couldn't load the runners until the day of the race as things change constantly in the racing world, so we allowed time for locking and loading. Our keen aim was to have a page 1, top search engine positions

for those strings that were going to be used by those looking for more information on Royal Ascot 2008.

**We set our stall out and we were ready for the off...**

Brian's tips came in and I loaded them into the relevant pages, creating a summary page which I pushed out under the title of: royal ascot tips Tuesday (as few searching use capitals). I pushed it out and then checked Google for that string 5 minutes later and we were on Page 1 in 7th or 8th spot... brilliant, our first goal had been achieved.

Our second goal was to generate 2000 visitors during the course of the week and turn these visitors into revenue from the pay per click ads down the right of our pages. These ads command the max revenue at this time and therefore our share is optimised.

We smashed the 2000 visitor target in a top search engine position way. We will not know the exact total until the end of the month when we download our stats file. Trying to do this mid month creates problems and we do like a smooth flow! But we do know how many ad impressions were made last week and that is somewhere in the region of 8000! So it is probably fair to say that we had 5000 unique visitors during May, 250% of target, well done us!!

**If you want to know more, and how much were earned from ppc, call us on 01753 852904 and say, tell us more about Ascot and how that can relate to my world...**

**LiaiseOnline**