



hudsonfusion

One Voice Across All Media. Concentrated Communication.

case study

SEARCH ENGINE MARKETING

Company:

www.BarbaraWeltman.com
Big Ideas for Small Business®

Industry:

Business Services

Challenges:

- Increase visibility online as a corporate speaker, author and media source for small business
- Increase web site traffic to bring in selling ad space



Barbara Weltman is a nationally recognized small business authority. A best-selling author, her ideas have been published in the The Wall Street Journal, Entrepreneur, CNN and CNBC. Barbara is also the publisher/editor of “Barbara Weltman’s Big Ideas for Small Business.®” Barbara competes on a national stage with some of the leading small-business authorities including BusinessWeek and Microsoft.

Solution:

Part of Hudson Fusion’s strategy for developing and deploying Barbara Weltman’s new brand was to penetrate and saturate online media outlets with information about and links to BarbaraWeltman.com:

- We utilized a wide range of social media components such as Twitter and Facebook
- We encouraged Barbara to continually publish new content via newsletters and blogs

This strategy has helped attain first and second page ranking for highly-searched key phrases including “small business legal advice” (with over 37 million search results listings); “small business books” (252 million search results listings); and “small business tax advice” (19 million search results listings).