

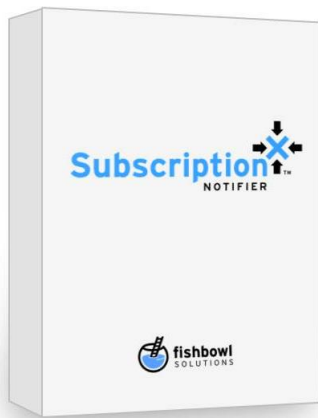
KEEPING WEB CONTENT UP-TO-DATE

With the dramatic increase in buyers researching a product or service online before purchasing, it is critical for organizations to have a presence online with the most up-to-date information available for their products and services. To ensure that Fishbowl Solutions' could capture the attention of these online buyers, the marketing team carried out a Search Engine Optimization (SEO) initiative.

SEO is the process of positioning web pages around the keywords or search phrases that the target audience of buyers uses to find the products or services that are offered. The better optimized a web site is, the more likely the company will appear on the first page of search engine results for those keywords - and the more likely targeted buyers will be drawn to that company. To be truly successful, however, SEO must be an ongoing initiative. In addition to a host of other criteria, search engines consider pages that are updated frequently to be more relevant than others and thus appear higher in results. If pages are not updated frequently, even if they are positioned well on targeted keywords, rankings will begin to slip.*



Fishbowl's initial SEO initiative was successful and produced a 50 percent increase of our web content being returned on the first page of search engine results for the keywords we defined. In order to maintain these top results we needed a proactive process to ensure that all of our content was updated regularly.



The Fishbowl Solutions website is managed in Site Studio with all of our web content stored in Oracle Universal Content Management (UCM). Because of this we were able to leverage our Subscription Notifier™ component to schedule an email notification to be sent to the marketing team 30 days before the web content's check-in date of six months prior. With this proactive notification the marketing team is able to update web content with new keywords, search phrases, and technical information. This ensures that the search engines continue to index our website maintaining our original SEO results and website visitors always receive the most up-to-date information. Fishbowl is also leveraging Subscription Notifier's "side effects" functionality to schedule the removal of web content that has not been updated in over one year from the check-in date, eliminating any clutter and outdated information on the website and improving visitors' experience.

Subscription Notifier has allowed the marketing team at Fishbowl to save time through proactive notifications and automated management of the website. The results from our SEO initiative have remained positive, which has increased the amount of inquiries from the website and resulted in more opportunities to work with customers and help them do more with their UCM investment.

Disclaimer: each search engine has a unique algorithm for ranking sites and search engines change algorithms frequently. The topics covered in this use case are generalizations and do not cover all the ranking criteria for search engine optimization.