

CASE FILE:

## SiteVisibility

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SiteVisibility is one of the UK's leading digital marketing agencies. Based in the creative hub of Brighton's South Laines, the company is responsible for iTunes' most popular Internet Marketing Podcast, downloaded by over million people and over 16,000 each week. On the show they have collaborated with a number of the world's most respected marketers including Seth Godin, Tim Ferris, Danny Sullivan & Jakob Nielsen.

They are also behind what is now Europe's biggest SEO Conference, BrightonSEO.

Sherlock was tasked with aligning SiteVisibility with more wider economic issues such as general employment levels and training, development and apprenticeships. We also looked to position the company as leading voice on ending the skills shortage in the SEO and digital marketing industry.

To that end, we quickly utilised our contact base to secure a full-page profile of SiteVisibility in the Daily Express's Small Business pages looking at the growing popularity of SEO amongst SMEs. This article included a client image; various key messages; and a client case study – the perfect combination!

We have also looked to position SiteVisibility as a social media champion by reacting to relevant news stories and initiating national debates. For instance, when HMV's staff revealed details of their impending redundancies on Twitter at 4.30pm, we quickly drafted comments and spent the late afternoon and early evening providing journalists with these hard-hitting sound-bites for when they arrived at their desks the next morning. Some of the resulting coverage included:

- **Full article and interview on Channel 4 Online**
- **Daily Telegraph & Telegraph.co.uk**
- **Marketing Week & Marketing Week Online**
- **The Wall**
- **Netimperative**
- **Internet Retailing**
- **Tech Bubble**
- **Brand Republic**
- **PRWeek**

SiteVisibility are also big believers in investing in training and development programmes. We therefore contacted the Financial Times and FT.com along with various recruitment titles to secure coverage where the company's own CEO made a plea to employers to start recognising that nurturing your own talent, particularly when times are uncertain, will unearth much-needed skills and agility to meet the growing demands of the digital marketing industry.

We have also helped establish relationships with some of SiteVisibility's key trade press such as Fourth Source, .Net and Fresh Business Thinking; all of wish are now fully fledged partners of the BrightonSEO Conference.

Throughout 2012, SiteVisibility were projected in front of an overall audience of over **30m readers** and witnessed an **ROI of x 9**.

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## SHERLOCK PR

4th floor, 8 high street,  
worthing, bn11 1nu

+44 (0)1273 123 000  
info@sherlockpr.com

✉@sherlockpr  
**sherlockpr.com**

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