



# Sauce Software Service - Email Case Study

## THE SITUATION

The customer, Which Training? is the savvy new business created by Managing Director, Gavin Howard. Operations commenced in March 2007 after looking at the job market and sites like Seek. Which Training advertise in excess of 350 training opportunities for personal and corporate development. The Challenge was to drive the right sort of traffic to this new business website and capture leads online.

## BUSINESS PROBLEM

After the launch of Which Training? There was an urgent need to increase traffic, to be found online for popular keyword searches and to capture these enquiries. Gavin Howard, wanted the platform to pride themselves on using up to the minute technology such as and e-business platform, VOIP phones, email on the go and social media networking options like Facebook to further promote what they do.

## SOLUTION

The implementation of Sauce Software Top 10 Web Page Optimizer Report and a website redesign included the following:

- A report generated to compare your website against the top ten websites appearing on Google when you search for training. Important to note this is a popular search term.
- Comprehensive description of ways to improve your ranking on google.com for the search term "training".
- A redesign of the entire template for Which Training? to become more user and (SEO) friendly.

## BENEFITS

After the redesign of the entire template for Which Training? to become more user and (SEO) friendly, this resulted in a 200% increase in general traffic through to the site. The implementation of the Optimizer Report suggestions, has lifted Which Training's page ranking from approximately 200 to its current top 10 ranking within Google.

Since Which Training? deliver ongoing "value-add" services to our clients with the recent introduction of "Top 10 training domain names" available for purchase, this has helped them ride the massive growth wave and focus on building they name as a Quality Portal.

## **ABOUT SAUCE SOFTWARE**

Sauce Software strives to provide cost effective solutions to small business owners looking to get better returns from their sales, marketing and customer relationships. Primarily we achieve this through our flagship product SauceOpen. A suite of applications that can be delivered and hosted on the internet and managed by you. This software-as-a-service, dramatically reduces the hardware, consulting, and support costs you're used to paying.

## **ABOUT WHICH TRAINING**

Which Training? currently advertise in excess of 350 training opportunities for personal and corporate development and is listed within the Top 10 “training” searches in Google.

Recognized as Australia’s Training Portal service they promote quality training providers and courses throughout Australia. If you are looking for online or distance courses or a corporate training session on change management (for example) you can discover your options at [www.whichtraining.com.au](http://www.whichtraining.com.au).