Boomerang Pharma supports global SEO programs with Searchmetrics software
Boomerang Pharma is an online marketing agency based in Parsippany, NJ, USA, that specializes in working with global brands operating in the pharmaceutical and biotech industries. The company’s services include Digital Strategy, eCommunications strategy, Publication, Creative solutions, Website development, Online promotion and Digital analytics.

For pharmaceutical and biotech companies good search visibility and Search Engine Optimization (SEO) are a key aspect of maintaining brand awareness. They need to ensure company and product information are easily accessible and findable both to healthcare practitioners and to patients who are using search engines. This can include information such as clinical trial results as well as safety guidance about the contra-indications of different drugs and therapies.

Boomerang’s philosophy is to underpin the creativity of its digital marketing services with a rigorous scientific approach – including using data and analytics to drive decisions. This explains why the agency is committed to using new software tools and tactics to drive the greatest return on effort for its clients. It evaluated a number of top SEO software tools from leading providers in order to select one that would meet its requirements.

Because it works on behalf of many international brands, the chosen software had to be able to track performance and deliver analysis and insights relating to all the main search engines globally. It also needed to help Boomerang address the challenge of meeting the diverse reporting needs of clients as Marc Beharry, SEO strategist at Boomerang, explained: “Each brand we work for is unique in their niche – with different goals and areas they want to track. We need to be able to provide a customized reporting solution for every single brand and the chosen SEO software needed to make this easy and quick to allow us to save time and effort.”
The Solution:

SEO program efficiencies and insights for new business pitches

With the Searchmetrics software all the information we need is centralized in one place. And importantly, it allows us to deliver large scale, customized reporting for dozens of international brands via its quick, easy-to-understand, reporting dashboards – which make it very easy to give each client the specific data and metrics they require. Nearly every KPI, chart or table can be added to a report and dashboard and regular reports and alerts can be configured to be sent automatically. It is a great time saver.

Marc Beharry
SEO Strategist ati Boomerang

Boomerang’s evaluation identified Searchmetrics Suite™ from search and social analytics leader Searchmetrics as the solution that most closely matched its requirements. An enterprise level online software platform, Searchmetrics Suite automates many aspects of SEO analysis, monitoring and reporting for agencies and inhouse search marketers. It allows users to track SEO performance across all major search engines in over 130 countries using clear KPIs, providing the ability to monitor keywords and sub-pages, evaluate links, and analyze and compare domains and identify competitor strategies.

The Suite’s Site Optimization feature is another area that Boomerang has used to produce time savings. This automatically crawls and assesses up to 100,000 pages of a domain to identify on-page optimization needs, providing hints or warnings where required.

Beharry explained: “Site Optimization can very quickly highlight issues such as 404 pages, internal linking errors, missing titles and low keyword density together with recommended fixes. It is very helpful if you are working on many large sites.”

And because many of Boomerang’s SEO clients require large account teams of up to 10 staff, the software’s task management functionality has been helpful for managing activity, by making it easy to delegate tasks to individual team members and to monitor the current status of allocated tasks.
The Benefit:

Searchmetrics slashes time for site diagnostics and SEO analysis by 40 percent.

Both the reporting and Site Optimization functionality within the Searchmetrics Suite™ has produced tangible business value for Boomerang according to Beharry: “Searchmetrics has allowed us to improve SEO program efficiency significantly because reporting time has been reduced by half, with the consolidation of our SEO data in a single source. And the time it takes us to perform SEO analysis & diagnostics per site has been reduced by more than 40% as major issues are constantly monitored and their respective technical solutions are automatically suggested.”

The upshot of the time savings is that agency teams have greater capacity to handle more business explained Beharry. And the fact that Searchmetrics can be easily integrated with clients’ web analytics tools means Boomerang is able to enhance customer loyalty by demonstrating how its SEO strategies are having a positive impact on traffic to clients sites.

The research and analysis insights provided by the software are supporting new business development by giving Boomerang a fast, convenient way of analyzing the search performance of prospective new clients and their competitors.

And because Google is now making more frequent algorithm changes Beharry believes a tool such as Searchmetrics Suite™ which delivers comprehensive up-to-date analysis of search engine performance is more and more essential. In the future he sees Boomerang making more use of the wider features within the Suite including social media data.

Visit us at Searchmetrics.com to find out more, or contact us at: sales@searchmetrics.com