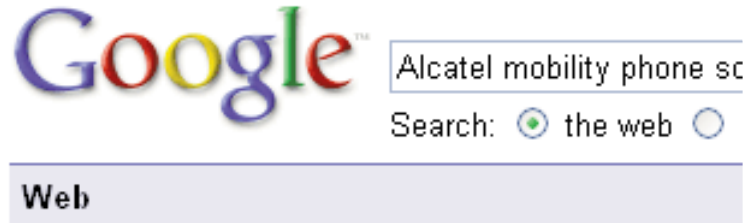


Google ranking and website



Solution Description: Mobility

Alcatel-Lucent's on-site **mobility solutions** allow bu convergence by providing corporate telephony on any www1.alcatel-lucent.com/solutions/solution_

We were briefed by Alcatel-Lucent's digital agency, Business lab [Digital Business Modeler] based in France. They were looking for help with adapting a campaign for professional mobility solutions for SMBs

The campaign elements included Keywords Google ads, Microsite, online flash ads and direct mail and was adapted from French into English

Google Adwords keyword campaign. We developed Keywords in three distinct categories. Mobility, Professional telecommunications and Alcatel Brands from a French keyword base. The keywords were split in each category into technical and functional terms.

Google adword ads were copywritten using keywords in the copy and within the constraints of limited character length. Eight different variations were developed; Two for 'Virtual Mobile Desktop', Two for 'One Number Solution' and Four for the core theme 'SMB Mobility Solutions'

Alcatel-Lucent



Microsite. The onpage copy for the microsite was also adapted by our copywriter and the top keywords were identified and included in the copy as part of the SEO process while the offpage optimization was completed by BusinessLab.

We also work with Alcatel-Lucent via a number of other agencies.

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