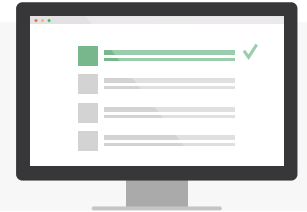


Case Study: Biocompare Listing Elevates Search Engine Ranking

“Because of our Biocompare listing, we rank higher on search engines”
Thomas Kjaer Mogensen, ChemoMetec's Vice President of Sales &
Marketing for North America. ”



“A gateway to Google” is how Thomas Kjaer Mogensen describes ChemoMetec USA Inc.'s company listing with Biocompare. Scoring a top ranking demands marketing resources and investments in search engine optimization that large corporations can muster. But what about smaller, innovative outfits that can lose out in the fight for online visibility?

Biocompare is the answer for ChemoMetec.

“We are a small company that's up against the big guys, and we were ranking very low on Google—pages two or three, which is like being buried,” relates Mogensen, ChemoMetec's Vice President of Sales and Marketing for North America.

ChemoMetec provides solutions for cell counting analysis for a range of medical and life sciences applications. Its competitors include Goliaths that had an online advantage before ChemoMetec began working with Biocompare.

“Because of our Biocompare listing, we rank higher on search engines,” Mogensen says simply.

Additionally, ChemoMetec also has a Featured Product. “I believe our site generates traffic from the listing,” he says.

Scientists looking online and via Biocompare for an automatic cell counter will find a host of companies that produce products in this category. ChemoMetec is one of them—and being listed is critical, Mogensen says.

“Scientists will see our competitors, and then it is our job to have good references there and the technology to prompt people to take an interest in our product,” he says.

ChemoMetec's listing with Biocompare is just one aspect of the company's in-house integrated marketing strategy, which also includes emails, producing articles and presence at trade shows. The listing is an important piece of the lead-generation puzzle, and worth the investment to secure a desirable search ranking, Mogensen says. “I'm willing to pay to be in the Biocompare 'phone book' to keep that high ranking.”