

BUSINESS & INDUSTRIAL CASE STUDY

OVERVIEW

Client
Manufacturer

Objectives

The client hoped to increase lead traffic ((a form fill, phone call, software download, or brochure download) to their website.

Although these leads tend to take a long time to close as the client primarily seeks wholesale deals with construction companies/engineers, ensuring that leads are relevant and qualified is critical.

Products Utilized
Organic SEO

STRATEGY & SOLUTIONS

- The site needed general on-page optimizations to include industry-relevant keywords
- The backlink profile was lacking in both branded and keyword anchors when compared to the competition, so our team targeted those anchors in our link building efforts
- Those on-site optimizations included optimizing title tags, adding meta descriptions, and adjusting headings to core product pages

RESULTS

68%

More sessions

2.7%

More users

448%

More organic conversions

5,410

More clicks

2:27

Average session
duration