

CASE STUDY

B2B MANUFACTURER

447.5% MORE ORGANIC CONVERSIONS THROUGH SEO

SOLUTION

We recommended Organic SEO with strategies in place for strengthening on-page optimizations to include industry-relevant keywords, title tags, and more. Link building efforts were also conducted to add both branded and keyword anchors to the backlink profile in order to remain competitive with other industry players.

THE RESULTS

The client saw **447.57%** more organic conversions and a **68.39%** increase in new sessions! They also recorded over **37,000** new users with an average session duration of **2:27** minutes.

THE FINDINGS

Not only does SEO make websites and webpages technically sound and contextually relevant for both the user and search engine in order to improve rankings, drive traffic and increase awareness within the search results, but also contributes to the success of overall digital marketing efforts.

THE DETAILS



INDUSTRY

Construction & Industry-Related Manufacturer



CAMPAIGN LENGTH

One Year



OBJECTIVE

The advertiser was looking to increase traffic to their corporate website in order to collect qualified leads.



CHALLENGE

Leads typically take a long time to close because the business negotiates wholesale deals with construction companies and engineers.

