



Manufacturing Search Engine Optimization Case Study

Objective:

Our client, a global overhead crane and monorail manufacturer, needed an online strategy to increase website traffic and build sales leads. They had the specific goal of increasing online exposure of their entire product line.

Solution:

- Met with client to discuss SEO goals and strategy.
- Conducted a competitive analysis to determine what was working well on similar sites.
- Optimized the existing site with the agreed upon keywords.
- Deployed a Google AdWords campaign for immediate results and continue to manage on a monthly basis.
- Manually submitted the site to popular search engines and directories. Along with the implementation of a social media marketing strategy.
- Provided monthly search engine tracking and analysis reports.
- Monitored and analyzed the site's position on search engines and directories making changes to the site when appropriate.

Results:

Category	Number of Visitors		Increase/Decrease
	04/25/08 – 12/31/08	04/25/07 – 12/31/07	
Visits	7,260	5,952	+21.98%
Pageviews	26,782	15,984	+68.56%
Absolute Unique Visitors	5,910	4,752	+24.37%
Direct Visitors	948	1,415	-33.00%
Referring Site Visitors	1,034	993	+4.13%
Visitors from Search Engines	5,277	3,544	+48.90%
Google Organic Traffic	4,269	2,837	+50.48%
Yahoo Organic Traffic	507	300	+69.00%
MSN Organic Traffic	306	272	+12.50%
Google AdWords	7,260	5,952	+21.98%

Category	Percentage of Visitors		Increase/Decrease
	04/25/08 – 12/31/08	04/25/07 – 12/31/07	
Direct Traffic	13.06%	23.77%	-45.07%
Traffic from Referring Sites	14.24%	16.68%	-14.63%
Traffic from Search Engines	72.69%	59.54%	+22.07%
Total:	99.99%	99.99%	