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Manufacturing Search Engine Optimization Case Study

Objective:

Our client, a global industrial crane manufacturing company, needed an online strategy to increase website traffic and build sales leads. They had the specific goal of increasing the sales of their intelligent lifting device product line.

Solution:

- Met with client to discuss SEO goals and strategy.
- Conducted a competitive analysis on many crane 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:

The client was so impressed by the results that were achieved in the first year of services that they contracted with BizWonk to manage the implementation of their content management system and redesign of the corporate websites.

Category	Number of Visitors		Increase/Decrease
	01/01/08 – 12/31/08	01/01/07 – 12/31/07	
Visits	173,193	108,494	+59.63%
Pageviews	572,747	158,272	+261.88%
Absolute Unique Visitors	100,364	49,422	+103.08%
Direct Visitors	79,227	66,956	+18.33%
Referring Site Visitors	21,066	16,905	+24.61%
Visitors from Search Engines	72,879	24,630	+195.90%
Google Organic Traffic	55,345	16,585	+233.71%
Yahoo Organic Traffic	9,660	3,726	+159.26%
MSN Organic Traffic	3,486	2,700	+29.11%
Google AdWords	10,904	2,668	+308.70%

Category	Percentage of Visitors		Increase/Decrease
	01/01/08 – 12/31/08	01/01/07 – 12/31/07	
Direct Traffic	45.74%	61.71%	-25.88%
Traffic from Referring Sites	12.16%	15.58%	-21.94%
Traffic from Search Engines	42.08%	22.07%	+85.36%
Total:	99.98%	99.36%	