

# 400% INCREASE IN SEO LEADS IN 10 MONTHS

## ABOUT EATON FILTRATION

Eaton Filtration Online is a leading supplier of industrial liquid handling and filtration products. Eaton provides filtration housings, strainers, filter bags and filter cartridges to industrial clients with applications ranging from water management to pharmaceuticals and petro-chemical handling. The company came to Straight North to drive online sales leads through organic search.

## STRATEGY

- Build the domain’s authority as an online leader in filtration products and information.
- Showcase Eaton’s strong inventory, ultra-competitive pricing and best-in-class delivery times.
- Focus SEO activities on key landing pages to outrank competitors with greater resources.

## KEY TACTICS

- Conducted extensive keyword research to find search queries that would convert to sales leads
- Identified on-site content that could be optimized to rank for valuable search phrases and produce leads
- Earned links from authoritative websites in the water management and filtration industries
- Collaborated with Eaton’s subject-matter experts to produce high-quality content published by leading industrial journals and publications
- Created targeted vertical pages to market Eaton products to key sectors such as energy, chemical and food manufacturing.

## RESULTS

### QUADRUPLED

Within 10 months, Straight North’s SEO campaign more than quadrupled Eaton Filtration’s monthly online sales leads.

### 2,400%

With new visits from organic search increasing more than 2,400 percent since the campaign began, Eaton’s sales are hitting all-time highs.

## AMAZING FACT

### 77% IMPROVEMENT

Eaton’s cost per lead dropped 77 percent since starting its SEO campaign with Straight North. Talk about maximizing return on investment!



“We needed more online sales leads, and StraightNorth delivered — frankly, they delivered far more than we expected.”

Ron Heisler, EATON FILTRATION



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Make every click count.®