

LEAD VOLUME THROUGH THE ROOF

ABOUT ACIETA

Acieta has led the way in automation technology for more than 30 years, with over 4,000 robotic system installs throughout North America. It designs, develops and implements automation solutions in all industries to lower costs and increase productivity.

STRATEGY

Acieta hired Straight North to build a new website that would be followed by ongoing SEO. We immediately began building domain authority by obtaining links from leading industrial websites, helping Acieta’s site quickly move up in search results. Our SEO team expanded content on Acieta’s applications pages to show how robots could be used in target applications. The addition of an education-themed blog allowed Acieta to further establish itself as an authority on robotics, and provided a platform for earning guest authorship opportunities.

Acieta recently expanded our relationship to include pay-per-click (PPC) and email marketing, as well as further expansion of its website.

KEY TACTICS

- Developed a company blog on the benefits of automation, collaborating with robots, and robotic programming.
- Expanded content depth on robotics application pages.
- Executed a guest blogging campaign to position Acieta as the pre-eminent thought leader on robotics and automation.

RESULTS

HUGE LIFT IN LEAD VOLUME

Acieta’s lead volume has increased 1,200 percent since the launch of our SEO campaign.

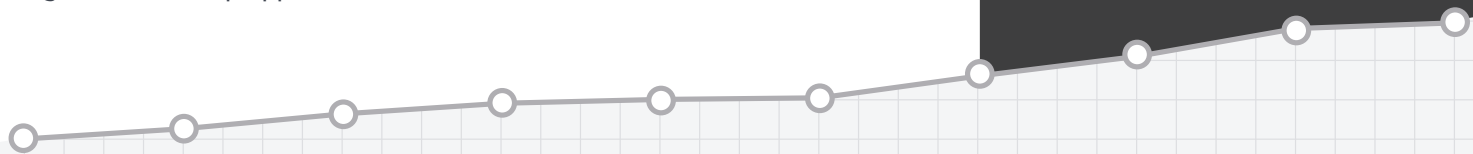
SEARCH TRAFFIC DOUBLED

Organic search traffic has increased 93.74 percent since the launch of our campaign.

AMAZING FACT

30% REDUCTION IN CPL

Acieta’s cost per lead has dropped by over 30% and is extremely affordable for this sector.



“The SEO program has delivered a positive ROI from the first month — Acieta’s website has generated millions of dollars in new business from leads that have been generated by Straight North’s SEO program.”

Bob Goossens, Chief Operating & Technology Officer
ACIETA



STRAIGHTNORTH
Make every click count.®