

LEADS, 71 PERCENT DROP IN COST PER LEAD — IN 18 MONTHS

ABOUT GAMBER-JOHNSON

Gamber-Johnson is a leader in vehicle computer and laptop mount components made for use in any terrain. Its products are ideal for cars and trucks in the most rugged environments — from construction sites to farmland to the unpredictable streets patrolled by law enforcement. The company hired Straight North because it needed more sales leads from organic search.

STRATEGY

More than anything, Gamber-Johnson needed inbound links to boost its organic visibility. We developed an off-site and on-site content marketing campaign to earn links from a broad range of websites in the public safety and fleet vehicle industries, as well as expand the website’s depth and optimization for high-value keywords.

KEY TACTICS

- Harnessed Gamber-Johnson’s expertise and high-quality products to reach publishers with a strong interest in well-built equipment.
- Enhanced and optimized existing website pages to give visitors more reasons to inquire.
- Identified new, long-tail search terms to attract new sources of traffic.
- Added a Resource Center to the website to serve as a hub for in-depth, informational articles.

RESULTS

COST PER LEAD DROPS

Between September 2013 and March 2015, Gamber-Johnson saw its cost per lead plunge 71 percent.

LEAD GEN TRIPLES

Straight North’s SEO campaign has more than tripled online lead generation since the campaign’s inception.

AMAZING FACT TRAFFIC EXPLODING

Gamber-Johnson’s search traffic was up 38 percent in Q1 2015. The campaign is still going strong after two years!



“Our product line is so specialized, we weren’t sure it could be effectively marketed through SEO. We are glad to say Straight North was up to the task.”

Denis Tan, Web Content Specialist
GAMBER-JOHNSON



STRAIGHTNORTH
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