

# BIG GROWTH IN LEADS AND TRAFFIC — WITHIN TWO YEARS

## ABOUT GLUE MACHINERY CORPORATION

For over 50 years, Glue Machinery Corporation™ has been meeting the hot melt and cold glue machinery needs of manufacturers from a wide range of industries. Glue Machinery is a full-scale manufacturer of the finest adhesive machinery, serving clients of all sizes, including 3M, RR Donnelley and Sons, NASA, Barnes and Noble, Johnson and Johnson, Toyota, Coca Cola, and Sherwin Williams.

## STRATEGY

Glue Machinery began its SEO campaign with one simple goal: Generate more sales leads. For Straight North, that meant finding the segments with growth potential. We found our first target in hot melt equipment.

## KEY TACTICS

Straight North began by restructuring the way pages and information were organized on the client’s site. The site architecture upgrade made it easier for search engines — and potential customers — to find critical product information.

We next worked to build page authority to hot melt product pages by writing high-quality articles in the manufacturing and industrial sectors. The content-centric links from relevant, authoritative sites allowed these pages to rise in the search results, outflanking competitors. Our SEO team also added an on-site blog, which allowed Glue Machinery to demonstrate its knowledge and expertise in the adhesive machinery space. It wasn’t long before traffic to key product pages began climbing.

## RESULTS

### BIG INCREASE IN LEADS

SEO lead volume is up 18.3 percent since our campaign launched.

### 62% GROWTH

First-time visits from organic search are up 62 percent in the first two years of the campaign.

## AMAZING FACT

### VAST IMPROVEMENT IN STRATEGIC TRAFFIC

Search traffic to the client’s key product pages has more than doubled (105 percent up) in just two years.

“Straight North came up with a great plan and we have been extremely happy with both the increase in traffic and leads. The improvements they made to our website have helped in other ways as well.”

Pierce Covert, President  
GLUE MACHINERY CORPORATION™



**STRAIGHTNORTH**  
Make every click count.®