

QUINTUPLE-DIGIT GROWTH

ABOUT PVC FITTINGS ONLINE

PVC Fittings Online is a leading on-line retailer of plumbing supplies, providing schedule 40 and 80 PVC pipe and fittings, CPVC fittings and PVC accessories. PVC Fittings Online stocks thousands of products available for immediate shipping to locations across the United States and across the globe.

STRATEGY

Straight North took a phased approach to improved rankings and traffic for PVC Fittings Online. We started by optimizing existing and new product pages. Then, we made on-site improvements for content, title tags and internal linking; and targeted long-tail phrases for customers who were at the transactional end of the purchasing funnel.

To further strengthen the website, we created a resource center where PVC Fittings Online could

share DIY articles on topics such as Marshmallow launchers, kids' soccer goals and dog beds.

Finally, by focusing on specific PVC fittings and pipe specifications, we helped the client outmaneuver big box competitors with stronger domains.

KEY TACTICS

- Content and category expansion — added content to all category and sub-category pages.
- Implemented extensive title tag, Meta description and heading optimization based on keyword research.
- Developed a consumer-friendly resource center on the website focused on DIY PVC projects
- Created infographics to encourage linking to the site to boost domain strength.

RESULTS

20,500

PVC Fittings Online's organic transactions are up 20,533.33 percent since the start of our SEO campaign.

AMAZING FACT

90,340

Organic revenue is up 90,339.58 percent since the start of our SEO campaign.

“Straight North’s SEO campaign has proven itself over a very long time to be a strong source of leads and new revenue for our business.”

Ron Heisler, CEO
PVC FITTINGS ONLINE



STRAIGHTNORTH
Make every click count.®