

# LEADS AND TRAFFIC ARE ROLLING

## ABOUT TRACK YOUR TRUCK

Track Your Truck provides quality vehicle tracking systems and solutions for any industry, delivering higher value at a lower cost, backed by a live U.S.-based customer support staff that places customers' needs first. Track Your Truck is a privately held company founded in 1998 with locations in New Lenox, Illinois, a southwest suburb of Chicago, and Lynchburg, Virginia.

## STRATEGY

Not surprisingly, search phrases like "gps vehicle tracking" and "vehicle tracking system" were primary targets for the client. Our goal was to increase rankings for variations on these phrases. We started by updating title tags throughout the site to stop multiple pages from competing for the same keyword. We simplified the title tags, too, to optimize each page for a single idea. We expanded the length and depth of key interior pages to meet the informational needs of searchers.

While home run phrases like "gps vehicle tracking" were among our top priorities, we went after ready-to-convert traffic by targeting niche segments such as bus tracking, truck tracking, and heavy truck tracking. By creating new landing pages tailored to these segments, we were able to quickly outrank competitors who lacked customer-targeted content.

## KEY TACTICS

- Earned links from prominent industry websites via business profiles, directory listings, guest blog posts, sponsorships and local listings targeting Chicago and Virginia markets.
- Reduced the risk of a manual penalty by Google and decreased ranking by diversifying the client's backlink profile and reaching out to third-party websites to remove high-risk, low-quality links.

## RESULTS

### 114%

Since campaign inception, the client's lead volume has increased 114.48 percent.

### 1,660%

Organic traffic has increased 1,660.50 percent since campaign inception — a difficult KPI with which to succeed, given the highly competitive nature of the client's business.

## AMAZING FACT

### DRIVING SALES

Track Your Truck has broken sales records nearly every month in 2015.

"The Straight North SEO campaign has been a game changer for our business. We rely heavily on search engine leads, and Straight North has delivered."

Robert Hall, President  
TRACK YOUR TRUCK



**TRACK YOUR TRUCK**  
GPS FLEET TRACKING



**STRAIGHTNORTH**  
Make every click count.®