SEO + Paid Advertising = Dynamic Revenue Growth

DOMESTIC FREIGHT SHIPPING MARKETPLACE

SEO
- Our campaign began before GoShip’s website was launched, focusing initially on link-building.
- After launch, we expanded the scope, in particular adding new website pages and building out existing pages to support high-priority keywords.
- In time, after organic rankings had gathered momentum, GoShip took SEO in-house — while expanded their investment in Straight North’s Paid Advertising campaign, which had been running concurrently with our SEO campaign.

PAID ADVERTISING
- Paid Advertising was new to GoShip, and like many companies in that position, started slowly with a modest ad spend.
- From the start, lead quantity and quality exceeded client expectations. As a result, the ad spend was increased, enabling us to increase the number of target keywords and pursue proven keyword winners more aggressively.
- GoShip sees collaboration as the key to our tremendously successful Paid Advertising campaign. They see great value in our regular communication and willingness to listen to their ideas and take action on their suggestions.

Transactions up 233% (YoY)
Revenue up 308% (YoY)
Following strong results, annual ad spend has increased dramatically: Initial (trial) spend compared to annual is up 4,900%

At the outset, neither GoShip nor Straight North envisioned an enormous Paid Advertising campaign taking shape. However, with collaboration, clear focus, a willingness to experiment, and partnership with the right agency, GoShip was rewarded with a rapidly growing revenue stream.