

Website, SEO, and Paid Ads Propel Success

TESTING, CERTIFICATION AND CALIBRATION SERVICES FOR BIOTECHNOLOGY, PHARMACEUTICAL, MEDICAL DEVICE, RESEARCH & FOOD PRODUCTION FACILITIES



“Straight North’s key differentiation was their methodology, transparency, and reporting.”

J. DONNELLY, VP MARKETING & DIGITAL
TECHNICAL SOLUTIONS HOLDINGS, INC.
THE EDGEWATER FUNDS



Technical Safety Services (TSS) seized the opportunity to enhance B2B lead generation by partnering with Straight North to develop a dynamic website integrated with Salesforce, while also leveraging digital optimization, SEO/Paid Advertising, and lead generation support.

Straight North revolutionized TSS’s online presence by building a responsive B2B website, replacing the outdated version plagued with broken links and slow load times. Collaborating with TSS, the team seamlessly integrated the website with Salesforce to track lead generation. Furthermore, Straight North provided comprehensive digital marketing services, including SEO and Paid Advertising, encompassing keyword research, updates, earned links, and content creation. Real-time reporting via GoNorth! Reporting ensured constant monitoring of KPIs, traffic, SEO/Paid Advertising metrics, and lead details.

The strategic conversion funnel of the new website led to consistent month-over-month traffic growth and impressive double-digit customer conversions. TSS witnessed substantial growth in upselling additional services to existing clients.

Straight North’s implementation of a new website, coupled with powerful SEO strategies and effective Paid Advertising campaigns, propelled TSS to unparalleled success. This collaboration, involving TSS’s subject matter experts, senior management, and internal digital team, resulted in exponential growth in organic traffic, substantial lead generation, impressive keyword rankings, and cost-efficient Paid Advertising campaigns. The transformative results achieved validate the effectiveness of Straight North’s strategic approach.

SEO RESULTS

- ▶ Organic traffic up **173%**
when compared to first year baseline
- ▶ Organic blog traffic up **74%**
- ▶ Organic leads up **24%** (YoY)
- ▶ Website generates **400** leads/mo.
Double recent years

PAID ADVERTISEMENT RESULTS

- ▶ **13% decrease** in CPA
despite maintaining same ad spend!

