400% Increase In SEO Leads Within 10 Months

DEVELOPING MORE EFFICIENT, SUSTAINABLE POWER MANAGEMENT SOLUTIONS

STRATEGY

1) Build domain authority as online leader in filtration products and information.
2) Showcase strong inventory, ultra-competitive pricing and best-in-class delivery times.
3) Focus SEO activities on key landing pages to outrank larger competitors.

KEY TACTICS

› Extensive keyword research to find search queries that would convert to sales leads.
› Identified on-site content that could be optimized to rank for valuable search phrases and produce leads.
› Earned links from authoritative websites in the water management and filtration industries.
› Collaborated with Eaton’s subject-matter experts to produce high-quality content published by leading industrial journals and publications.
› Created targeted vertical pages to market Eaton products to key sectors such as energy, chemical and food manufacturing.

RESULTS

› Sales leads quadrupled within first 10 months
› 2,400% increase in organic traffic leading to record sales
› Cost-per-lead down by 77% since campaign launch

“We needed more online sales leads, and Straight North delivered — Frankly, they delivered far more than we expected.”

RON HEISLER
MARKETING EXECUTIVE