

Big Growth in Leads & Traffic Within Two Years

MANUFACTURER OF GLUE MACHINERY AND ADHESIVES



**GLUE MACHINERY
CORPORATION™**

“Straight North came up with a great plan and we’ve been extremely happy with both the increase in traffic and leads. The improvements they made to our website have helped in other ways as well.”

PIERCE COVERT

PRESIDENT



STRATEGY

Glue Machinery began its SEO campaign with one simple goal: Generate more sales leads. For Straight North, that meant finding the segments with growth potential. We found our first target in hot melt equipment.

KEY TACTICS

- ▶ Straight North began by restructuring the way pages and information were organized on the client’s site. The site architecture upgrade made it easier for search engines — and potential customers — to find critical product information.
- ▶ We next worked to build page authority to hot melt product pages by writing high-quality articles in the manufacturing and industrial sectors. The content-centric links from relevant, authoritative sites allowed these pages to rise in the search results, outflanking competitors. Our SEO team also added an on-site blog, which allowed Glue Machinery to demonstrate its knowledge and expertise in the adhesive machinery space. It wasn’t long before traffic to key product pages began climbing.

RESULTS

- ▶ **18%** increase in lead volume
- ▶ **62%** increase in first-time visits from organic traffic
- ▶ **+105%** increase in traffic to key product pages (doubled in just two years!)



STRAIGHTNORTH
Make every click count.®