Quintuple Digit Growth

ON-LINE RETAILER OF PLUMBING SUPPLIES

"Straight North’s SEO campaign has proven itself over a very long time to be a strong source of leads and new revenue for our business."

RON HEISLER
CEO

STRATEGY

- Straight North took a phased approach to improved rankings and traffic. We started by optimizing existing product pages and new products. As those pages gained authority, the category pages gained authority as a result, and their rankings improved. We focused on on-site improvements: Deeper, richer content based on our keyword research; improved title tags; better internal linking. Our focus on long-tail phrases let us zero-in on customers who were at the end of the purchasing funnel.

- To supplement on-site efforts, we created a resource center to share DIY articles that included step-by-step tutorials to help consumers build everything from the practical to the whimsical: Marshmallow launchers, kids’ soccer goals, towel racks and more.

- By focusing on specific PVC fittings and pipe specifications, we helped our client outmaneuver big box competitors with stronger domains.

KEY TACTICS

- Content and category expansion.

- Implemented extensive title tag, Meta description and heading optimization.

- Developed a consumer-friendly resource center on the website focused on DIY PVC projects.

- Created infographics to encourage linking to the site.

ORGANIC TRANSACTIONS ARE UP 20,533% SINCE CAMPAIGN START

ORGANIC REVENUE IS UP 90,339%