

Wired For Success

SUPPLIER OF WIRE, CABLE AND CONNECTORS



“After delivering a stellar website in record time, the SEO program has exceeded our expectations, delivering dozens of new accounts in the first few months.”

REED CUSHING

VICE PRESIDENT, PRODUCT AND MARKETING



STRATEGY

Straight North strongly believed that demand for this niche product line was real, and created a strategy designed to avoid head-to-head competition with commodity suppliers. Extensive keyword research informed the on-site content strategy, and our off-site activities increased rankings and drove qualified traffic to the website.



KEY TACTICS

- ▶ Earned links from prominent, authoritative manufacturing and facility safety websites.
- ▶ Worked closely with client to add case study pages on its site to add credibility and increase conversions.

RESULTS

- ▶ Organic leads up **129%** since campaign launch
- ▶ Cost per lead was down by **50%** within first six months
- ▶ Experienced **positive ROI** after first month!*

** Incredible results, however unusual for an SEO campaign*



STRAIGHTNORTH
Make every click count.®