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

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

REED CUSHING
VICE PRESIDENT, PRODUCT AND MARKETING