

Cost-per-lead Drops 71% in 18 Months

MANUFACTURER OF VEHICLE LAPTOP MOUNTS FOR RUGGED ENVIRONMENTS



“Our product line is so specialized, we weren’t sure it could be marketed through SEO. We’re glad Straight North was up to the task.”

DENIS TAN

WEB CONTENT SPECIALIST

STRATEGY

Increase inbound links to boost organic visibility. We developed an off-site and on-site content marketing campaign to earn links from a broad range of websites in the public safety and fleet vehicle industries, as well as expand the website’s depth and optimization for high-value keywords.

KEY TACTICS

- ▶ Harnessed Gamber-Johnson’s expertise and high-quality products to reach publishers with a strong interest in well-built equipment.
- ▶ Enhanced and optimized existing website pages to give visitors more reasons to inquire.
- ▶ Identified new, long-tail search terms to attract new sources of traffic.
- ▶ Added a Resource Center to the website to serve as a hub for in-depth, informational articles.

RESULTS

- ▶ Cost-per-lead dropped by **71%** (over 24 months)
- ▶ Online lead generation **TRIPLED** since campaign started
- ▶ **38%** increase in Q1 organic traffic!



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Make every click count.®