

Traffic and Conversions Continue to Soar

LEADING U.S. CUSTOM PACKAGING MACHINE MANUFACTURER



“We couldn’t be happier with the results achieved through Straight North’s continued support in our website and SEO efforts! Our traffic on key pages has increased exponentially, and our web presence is stronger than ever. Straight North is phenomenal, and we are so grateful for their service and expertise!”

MADELINE GARDNER
SALES SUPPORT TEAM

OPPORTUNITY

- ▶ The PMI Kyoto website was outdated and was entirely reliant on a third party to make any edits. They needed a solution that allowed for easy internal site edits, drove more targeted traffic and improved the conversion funnel.

SOLUTION SUMMARY

- ▶ The project began with the design and presentation of general wireframes, the aesthetic theme and content. PMI was very hands-on throughout the process and provided solid feedback and opinions on how the site should look and feel. The page designs incorporated new photography and followed the PMI brand standards. Development was built on WordPress.
- ▶ The Straight North team consisted of a dedicated project manager, web designer, copywriter and a back-end development team.

“Our project manager was in steady communication throughout the process, and helped keep us on schedule — We actually were able to launch nearly two weeks earlier than planned!”

RESULTS

- ▶ Across the board, PMI employees and customers have loved the new site. Increases in traffic and conversions came faster than expected, and continue to increase year-over-year.

PERFORMANCE SUMMARY (6 MO. PERIOD)

- ▶ Conversions up **192%**
 - ▶ **+211%** Phone
 - ▶ **+150%** Forms

