

Case Study of the Month



AbleElectropolishing.com is a 150 employee company based in Chicago that provides electropolishing services, and metal finishing. Able is a strong BtoB company that works with Food, Pharmaceutical, Aerospace, Automotive, Medical, and Biotech companies.

Description of Business	Electropolishing and metal finishing for a multitude of industries. Serving the Food, Pharmaceutical, Aerospace, Automotive, Medical, and Biotech industries.
Objective	Achieve page 1 natural search rankings for up to 20 keywords, and improve Paid Search marketing strategy to drive new leads and revenue opportunities.
Challenge	Competitive industry in a growing field. Needed to target the right keywords and work on improving/tracking conversion.
Our Approach	<p>SEO - We identified Geo-specific high traffic generating keywords to optimize the site, along with a mixture of competitive keywords that would drive new traffic and leads for Able.</p> <p>PPC – we developed a targeted paid search marketing campaign driving traffic to a more focused page, and optimized the campaign around conversions (tracking phone calls, emails, contact form submissions, free offer forms).</p>

The Results



Page 1 and 2 ranking for 75% keywords within 3 months



Increased traffic from Search Engines resulting in rapid growth in number of people contacting for services.



Increase in quality and quantity of inbound links



Increased overall visibility of the site from grade 8 to grade 59



Increased Google page Rank from **1 to 3**

Impact - Search Engine Visitors from Organic Keywords (Sept - Oct)

www.ableelctropolishing.com

Keywords

Sep 1, 2009 - Oct 31, 2009

Comparing to: Site



Search sent 3,237 total visits via 1,285 keywords

From a high of **50 Visitors per day** to a high **120 visitors per day** from keywords.

August 2009 Visitors via Keywords: 909

September 2009 Visitors via Keywords: 1,413 +100.66% Increase

October 2009 Visitors via Keywords: 1,824 +29.09% Increase

Impact – Traffic from Search Engines

Site Usage

Source/Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 6,467 % of Site Total: 100.00%	Pages/Visit 2.85 Site Avg: 2.85 (0.00%)	Avg. Time on Site 00:02:12 Site Avg: 00:02:12 (0.00%)	% New Visits 86.50% Site Avg: 86.41% (0.11%)	Bounce Rate 54.34% Site Avg: 54.34% (0.00%)	
google / organic	3,198	2.95	00:02:20	86.27%	52.85%
(direct) / (none)	1,132	2.99	00:02:51	80.48%	53.27%
yahoo / organic	451	3.11	00:02:07	86.47%	48.56%
bing / organic	340	3.01	00:02:19	85.29%	49.12%
www.findstuff.com / referral	79	1.11	00:00:04	100.00%	93.67%
macraesbluebook.com / referral	67	1.40	00:00:21	98.51%	89.55%
aol / organic	54	2.74	00:02:01	88.89%	57.41%
search / organic	54	1.93	00:00:48	85.19%	68.52%
local.com / referral	46	2.37	00:01:10	100.00%	50.00%
kellysearch.com / referral	38	3.97	00:03:03	84.21%	36.84%

Impact - Pay Per Click Marketing

Able Electropolishing had been previously using Google Adwords and running their own campaigns. They were having mixed success with their paid search campaigns and wanted better results. After analyzing their existing strategy, we created a targeted campaign and drove targeted traffic to a revised “conversion” focused page in their site that aligned with the keywords and service they wanted to increase leads for.

We optimized the campaign in month 1 and focused on the keywords that were leading to conversions (phone call, emails, web form submissions, free offer form submissions). In month 2, we were able to generate **25 verified leads** strictly from the PPC campaigns, at an average cost per lead at \$40/lead in a very strong BtoB industry. This does not include prospects who came back to the site directly at a later date (cost per lead is most likely much lower). In 2 months, we had generated **40 new leads** for Able from PPC marketing. **Update:** In February 2010 – in 28 day period, WSI was able to generate over 40 leads for Able by adding a custom landing page and tweaking the landing page offer.

Pay Per Click - Campaign Activity Reports

