

# seo case study

## Heavy Machinery & Equipment

### Campaign Information

Industry: Construction - Heavy Machinery & Equipment

Location: Indianapolis, IN

Campaign Start Date: 3/27/2015

SEO Hours per Month: 10

Campaign Type: National

Goal: Increase keywords to page one rankings to bring in new customers

### Results

Starting at one keyword association in the first month, our team pushed for search engine authority and trust through digital engagement with associated businesses. We were able to acquire 128 new, organic keyword associations during the first year of the campaign. That trust continued to build as our teams maintained relationships and streamlined active business information across the web. The site secured an average of 54 new backlinks every year, a 387% average annual increase from the start of the campaign and that's not all. Traffic showed similar improvement; increasing organic visits by 329% in the first year and seeing an all-time high of 431 organic visitors in one month, the website's authority and trust continue to bring in new customers at an average increase of 95% per year.

### Performance

KEYWORD PHRASE	START	CURRENT
swingframe buffer tool	101	1
plastic desk shields indianapolis in	101	1
stroke sanders	84	1
robot grinding machine manufacturer	101	2
belt grinder manufacturer	87	2



95%

Avg increase in organic traffic YoY

16%

Avg increase in keyword association YoY

387%

Avg increase in connected backlinks YoY

### Top SEO Tasks

- 52 custom blogs published
- 391 offsite industry engagements
- 284 local and business directory submissions
- 388 website bookmark submissions
- 2107 total SEO activities completed