

# Case Study

A step-by-step review of REDACTED's SEO strategy and implementation.

REDACTED has developed **three simple steps** to website development that enhances and optimizes SEO.

Step 1

Research & Strategy

Step 2

Strategic Blueprint  
for your website

Step 3

Scalable Lead Generation Website  
Built using the latest technologies

# Case Study: REDACTED

A step-by-step review of REDACTED SEO strategy and implementation.

## Overview

### Who they are

REDACTED is a backyard easement machine manufacturer based in Ohio.

### What they do

They manufacture equipment that utility companies use to access power lines or other infrastructure in the air or underground.

## Problems / Needs

- The company sells through distributors and was looking for ways to drive more end-users to those distributors in order to support them and, ultimately, grow their business.
- They were also focused on improving their online presence for brand awareness and marketing purposes.

## Results

The data backs up the testimonials. Here are some SEO-specific year-over-year analytics to consider:

Analytics Measured	% Increase Year-over-Year
Organic sessions	18%
Organic leads	17%
Organic page views	23%
Total keywords ranked	42.6%
Total page #1	69%

*“The new quote form is working awesome. It’s helping me to determine who has a budget for our machines or not. Even if their budget is below our base pricing, the automated email that’s sent to prospects is a great discussion point. This has enabled us to quickly identify qualified leads and connect them with the appropriate distributor to support their needs. Additionally, the new dynamic Contact Us form is helping us to quickly identify and route Service Department and Parts Department requests. The information coming through is really valuable, and automated tasks are helping us prioritize our customers better.”*

↑ Quote from REDACTED Director of Sales and Marketing about the dynamic Contact Us and Request a Quote forms we added to the website to make it easier for visitors to connect to the company.

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## Step 1 Research & Strategy

### SEO Strategy

When assessing the site, these are the SEO issues we uncovered:

#### Technical Errors

- ✗ Broken links
- ✗ missing or multiple H1 tags
- ✗ numerous temporary redirects
- ✗ improperly formatted title tags
- ✗ and other errors were causing the site to rank poorly and to be at risk of being banned within search engines.

Additionally, the errors could be confusing to website visitors and contributing to a poor user experience.

#### Slow Site Speed

The most concerning technical error was slow site speed. The best practice for website loading time is 3 seconds or less. REDACTED website had a speed index of 9.8 seconds.

### Web Development Strategy

It's important to note that while the SEO team was working on SEO strategy, our web development team was making great strides in planning to enhance the user experience on the website with more tools, features, and content. All of these enhancements would also improve SEO.

Some of the work they planned included:

- ✓ User interface design enhancements to better position REDACTED as an industry leader
- ✓ New product finder tool to assist in product identification

### Keyword Ranking

- ✓ The majority of REDACTED ranking keywords were in positions 51–100.
- ✓ Eight keywords ranked in the top three positions, including two branded keywords.
- ✓ The non-branded keywords ranking in the top 3 positions had a combined average monthly search volume of 45.

Given the low combined demand for these keywords and the limited number of rankings in prominent positions, REDACTED's web page visibility was limited.

### Domain Authority (DA)

DA is an algorithmic score ranging from 1–100 that predicts how well a website can rank on SERPs for specific subject matter in its field.

DA is determined by the amount of quality, authoritative and trustworthy sites that point a link from their site to REDACTED site.

REDACTED's DA was 26, which is lower than we'd like to see. Improving this through higher-quality link earning was a priority.

- ✓ New product detail pages to better highlight product features, benefits, and cross-sell/upsell opportunities, including FAQs and spec sheets
- ✓ Enhanced navigation structure for improved customer experience
- ✓ Buildout of sections:
  - About, History, Team, Career & Culture
  - News, Community, and Awards
  - Robust Support and Safety
- ✓ Dynamic Contact Us and Request a Quote forms

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## Step 2

### Get a Strategic Blueprint for Your Website

After the research and strategy phase, here's the blueprint we built for REDACTED SEO strategy.

## Back End and Technical Fixes

- ✓ Fix potential SSL issue
- ✓ Remove NANCH from all meta descriptions
- ✓ Fix missing and duplicate meta descriptions
- ✓ Fix duplicate title tags
- ✓ Fix incorrect redirect
- ✓ Change temporary redirects to permanent redirects
- ✓ Reduce image files sizes
- ✓ Add missing alt tags
- ✓ Marry blog subdomain and top-level domain
- ✓ Fix slow site speed

## Keyword Strategy

- ✓ Prioritize all web pages by the level of impact on organic search and business importance.
- ✓ Optimize keywords on all existing web pages
- ✓ Create a content calendar
- ✓ Write new content
- ✓ Regular review and revision of keyword list

## Link Strategy

- ✓ Disavow incoming spam links
- ✓ Regain any incoming broken links
- ✓ Add information and links within relevant third-party listing sites
- ✓ Build and engage in detailed link-earning strategies (Ex: build blog links, guest posting, etc.)

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## Step 3

### Scalable Lead Generation Website

Built using the latest technologies

## Deliverable

REDACTED delivered a beautiful, functional, and user-friendly website that reflects REDACTED value proposition and competitive edge. The enhanced and expanded product information has been very well received by customers and dealers. The website also does a better job qualifying leads, saving countless hours for both the sales/customer service team and distributors.

## Review

Overall, the new site is seeing more engaged traffic and qualified leads from powerful keyword searches.

## Enhancements

Now that the new site has been up for a year, **we're adding more features**, like a video portal where viewers can learn how to operate some of REDACTED's products.

- These videos will be a training tool for distributors and customers. Previously, distributors would have to do in-person demos with customers. This self-service option will ensure that operators are aware of safety best practices on machines and that machines are properly cared for and maintained to last and require less maintenance.

This is just another strategy for elevating the user experience, assisting distributors in selling REDACTED's products, and enhancing the site's SEO.

## Long-term Performance

In addition to more updates and enhancements, we'll keep an eye on keyword performance, technical performance, and other elements that might affect SEO.

As we've said, SEO is an ongoing need, not a one-and-done project. We like to think of a website as a company's digital front door.

## Quick SEO Questionnaire

- Can your customers find your digital front door easily, or are they finding your competitors' front door first?
- When they find your digital front door, do they feel welcomed and engaged or confused and annoyed?
- Can they find the information they are looking for, or are they leaving before they do?

Too many marketing leaders take the answers to these questions for granted. *Find out and do something about it!*

With solid SEO practices, your website will stand out from the crowd and attract, engage, and convert visitors better than your competitors.

You don't have to be an SEO expert to get the job done. Multiple B2B companies have relied on REDACTED to solve their most complex marketing needs, including SEO. With many years of experience, our team knows how to optimize your website for brand awareness, website traffic, customer experience, and conversions.

Contact us to discuss how partnering with REDACTED can enhance your digital front door.