

# Lead Volume Through The Roof

## AUTOMATION TECHNOLOGY



*“The SEO program has delivered a positive ROI from the first month – Acieta’s website has generated millions of dollars in new business from leads that have been generated by Straight North’s SEO program.”*

### BOB GOOSSENS

CHIEF OPERATING & TECHNOLOGY OFFICER

### STRATEGY

Acieta hired Straight North to build a new website to be followed by ongoing SEO services. After the site launched, we began building domain authority by obtaining links from top automation, robotics websites. The site quickly moved up in search results thanks to its relevance to these topics. Our SEO team expanded content on Acieta’s applications pages to show how robots could be used in production lines, assembly, palletizing and more.

The addition of a blog allowed Acieta to further promote its authority and provided a platform for guest authorships on industry sites. Topics are focused on educating the public and dispelling myths that robots will put Americans out of jobs.

### KEY TACTICS

- ▶ Developed a company blog on the benefits of automation, collaborating with robots, and robotic programming.
- ▶ Expanded content depth on robotics pages.
- ▶ Executed a guest blogging campaign to position Acieta as the pre-eminent thought leader on robotics and automation.

### RESULTS

- ▶ Lead volume up **1,200%**
- ▶ Organic search traffic is up by **93%**
- ▶ Cost-per-lead has dropped over **30%**



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