

# 400% Increase In SEO Leads Within 10 Months

DEVELOPING MORE EFFICIENT, SUSTAINABLE POWER MANAGEMENT SOLUTIONS



*“We needed more online sales leads, and Straight North delivered — Frankly, they delivered far more than we expected.”*

**RON HEISLER**  
MARKETING EXECUTIVE

## STRATEGY

- 1) Build domain authority as online leader in filtration products and information.
- 2) Showcase strong inventory, ultra-competitive pricing and best-in-class delivery times.
- 3) Focus SEO activities on key landing pages to outrank larger competitors.

## KEY TACTICS

- ▶ Extensive keyword research to find search queries that would convert to sales leads.
- ▶ Identified on-site content that could be optimized to rank for valuable search phrases and produce leads.
- ▶ Earned links from authoritative websites in the water management and filtration industries.
- ▶ Collaborated with Eaton’s subject-matter experts to produce high-quality content published by leading industrial journals and publications.
- ▶ Created targeted vertical pages to market Eaton products to key sectors such as energy, chemical and food manufacturing.

## RESULTS

- ▶ **Sales leads quadrupled** within first 10 months
- ▶ **2,400%** increase in organic traffic leading to record sales
- ▶ Cost-per-lead down by **77%** since campaign launch



**STRAIGHTNORTH**  
Make every click count.®