

Enhancing Website Traffic and SEO Performance

TECHNOLOGICAL LEADER IN THE FIELD OF NON-INVASIVE ULTRASONIC FLOW MEASUREMENT WITH ULTRASOUND



CHALLENGE

FLEXIM, an ultrasonic flow measurement device manufacturer, aimed to boost website traffic and keyword rankings.

STRATEGY

By partnering with SEO and Paid Advertising experts, Straight North, in 2022, FLEXIM received a deep analysis of their market position to determine priority keywords. Straight North's Lead Frontend Developer ensured smooth communication and project management. They redesigned FLEXIM's web content, executed targeted Google Ads campaigns, and obtained valuable backlinks from external sites. FLEXIM was able to track all progress via a transparent, user-friendly dashboard.

OUTCOMES

- ▶ The strategic steps paid off in 2023:
 - Leads doubled compared to 2022.
 - Major keywords now rank on the first page of search results.
 - Organic website traffic surged by 21% year-over-year.

FLEXIM's collaboration with Straight North exemplifies the power of targeted SEO and Paid Advertising. Through content optimization, backlinks, and Google Ads, FLEXIM witnessed significant growth in traffic, leads, and keyword visibility. Their journey underscores the impact of specialized expertise in amplifying online business presence.

- ▶ **LEADS DOUBLED** compared to 2022
- ▶ Major keywords rank on **FIRST PAGE** of Google
- ▶ Organic website traffic **up 21%** (YoY)

