

# Leads Up 189%

INNOVATIVE MANUFACTURER OF LARGE INDUSTRIAL FANS



**GO FAN YOURSELF**

*“Straight North has been a terrific partner for us. Since they began our SEO campaign, the number of solid leads has steadily increased.”*

**NIKKI HEINKEL**  
MARKETING MANAGER

## STRATEGY

**On-site:** Straight North’s main objective was to create new pages to support strategically critical keywords, as well as make technical and content-related changes to the website to boost its organic visibility.

**Off-site:** the focus was centered on link building through the publication of content assets and business profile inclusions marketed to highly relevant customer segments.

## KEY TACTICS

- ▶ Created new site pages for high-volume, highly relevant keywords.
- ▶ Improved website’s internal linking system to improve SEO and user experience.
- ▶ Conducted competitive analysis to identify content requirements for website pages dedicated to a new product launch.

## RESULTS

- ▶ Lead generation up **189%** since launch of campaign
- ▶ Traffic is up **79%**
- ▶ Given the huge increases in traffic and lead generation, this campaign shows how powerful an on-site SEO campaign is when it goes deeper than keywords.

