

SEO + Paid Advertising = Dynamic Revenue Growth

DOMESTIC FREIGHT SHIPPING MARKETPLACE



SEO

- ▶ Our campaign began before GoShip’s website was launched, focusing initially on link-building.
- ▶ After launch, we expanded the scope, in particular adding new website pages and building out existing pages to support high-priority keywords.
- ▶ In time, after organic rankings had gathered momentum, GoShip took SEO in-house — while expanded their investment in Straight North’s Paid Advertising campaign, which had been running concurrently with our SEO campaign.

PAID ADVERTISING

- ▶ Paid Advertising was new to GoShip, and like many companies in that position, started slowly with a modest ad spend.
- ▶ From the start, lead quantity and quality exceeded client expectations. As a result, the ad spend was increased, enabling us to increase the number of target keywords and pursue proven keyword winners more aggressively.
- ▶ GoShip sees **collaboration** as the key to our tremendously successful Paid Advertising campaign. They see great value in our regular communication and willingness to listen to their ideas and take action on their suggestions.

- ▶ Transactions up **233%** (YoY)
- ▶ Revenue up **308%** (YoY)
- ▶ Following strong results, annual ad spend has increased dramatically: Initial (trial) spend compared to annual is up **4,900%**

At the outset, neither GoShip nor Straight North envisioned an enormous Paid Advertising campaign taking shape. However, with collaboration, clear focus, a willingness to experiment, and partnership with the right agency, GoShip was rewarded with a rapidly growing revenue stream.

