

Steady Growth in Traffic and Leads

HIGH DENSITY STORAGE SOLUTIONS AND MOBILE SHELVING SYSTEMS



“Straight North has helped us increase our flow of leads, and the quality of leads is very good. The SEO campaign has been a success by every measure.”

CALVIN JAMES
DIRECTOR OF MARKETING

STRATEGY

The SEO strategy was methodical: Prioritize product pages based on value to the business and growth potential, then concentrate efforts on the highest priority page until growth goals are met.

KEY TACTICS

- ▶ Keyword research identified search queries that balanced search volume with conversion likelihood. Our SEO team enhanced each page by first expanding content depth and optimizing on-page elements based on keyword research. Next, we procured links from directories and B2B company profile sites. As each page reached its ranking and traffic targets, we turned our attention to the next page on our list.
- ▶ High-density shelving, medical storage, modular shelving, and weapons storage proved to be strong and profitable growth areas. Straight North found an eager audience for articles by Patterson Pope in the office, military, law enforcement and medical sectors. With each page we optimized, Straight North expanded Patterson Pope’s online footprint. Today, the vast majority of traffic to its site is first-time visitors from organic search.

RESULTS

- ▶ **416%** increase in organic lead volume
- ▶ **83%** increase in organic traffic
- ▶ **92%** of search traffic to the product pages are first-time visitors



STRAIGHTNORTH
Make every click count.®