

Quintuple Digit Growth

ON-LINE RETAILER OF PLUMBING SUPPLIES



“Straight North’s SEO campaign has proven itself over a very long time to be a strong source of leads and new revenue for our business.”

RON HEISLER

CEO

STRATEGY

- ▶ Straight North took a phased approach to improved rankings and traffic. We started by optimizing existing product pages and new products. As those pages gained authority, the category pages gained authority as a result, and their rankings improved. We focused on on-site improvements: Deeper, richer content based on our keyword research; improved title tags; better internal linking. Our focus on long-tail phrases let us zero-in on customers who were at the end of the purchasing funnel.
- ▶ To supplement on-site efforts, we created a resource center to share DIY articles that included step-by-step tutorials to help consumers build everything from the practical to the whimsical: Marshmallow launchers, kids’ soccer goals, towel racks and more.
- ▶ By focusing on specific PVC fittings and pipe specifications, we helped our client outmaneuver big box competitors with stronger domains.

KEY TACTICS

- ▶ Content and category expansion.
- ▶ Implemented extensive title tag, Meta description and heading optimization.
- ▶ Developed a consumer-friendly resource center on the website focused on DIY PVC projects.
- ▶ Created infographics to encourage linking to the site.

- ▶ Organic transactions are **up 20,533%** since campaign start
- ▶ Organic revenue is **up 90,339%**



STRAIGHTNORTH
Make every click count.®