

Leads And Traffic Are Rolling

VEHICLE TRACKING SYSTEMS AND SOLUTIONS



“The Straight North SEO campaign has been a game changer for our business. We rely heavily on search engine leads, and Straight North has delivered.”

ROBERT HALL
PRESIDENT



STRATEGY

Search phrases like “gps vehicle tracking” and “vehicle tracking system” were primary targets, while “dash cam” was a secondary target in the past 12 months. Our goal was to increase rankings for variations on these phrases. We started by updating title tags throughout the site to stop multiple pages from competing for the same keyword. We simplified the title tags to optimize each page for a single idea. We expanded the depth of key pages to connect with the needs of searchers.

We also went after ready-to-convert traffic by targeting niche segments such as bus tracking, truck tracking and others. By creating new landing pages tailored to these segments, we were able to quickly outrank competitors who lacked customer-targeted content.

KEY TACTICS

- ▶ Earned links from prominent industry websites via business profiles, directory listings, guest blog posts, sponsorships and local listings targeting Chicago and Virginia markets.
- ▶ Reduced the risk of a manual penalty by Google and decreased ranking by diversifying the client’s backlink profile and reaching out to third-party websites to remove high-risk, low-quality links.

RESULTS

- ▶ **80%** increase in organic lead volume (past six months)
- ▶ **35%** increase in organic traffic year-over-year
- ▶ **Two** recently focused on keywords surged to **page 1**
 - ▶ “dash cam with live gps tracking”
 - ▶ “dash cam and tracker”



STRAIGHTNORTH
Make every click count.®