

SEO Case Study: B2B Industrial Manufacturer

Background

The client is a B2B manufacturer of miniature ball bearings, motors and other mechanical assemblies.

Challenge

Prior to partnering with The Search Agency, the client struggled to drive organic search traffic due to their website's lack of keyword-optimized content. They were ranking behind their competition, and their own distributors for all their important keywords, and turned to The Search Agency to help optimize their website around relevant terms and drive more qualified search traffic to the site.

Solution

- **Content Strategy- Silos & Microsites-** After an in-depth analysis of their top keywords and competitive landscape, The Search Agency focused the client's website and content around their three main product lines: ball bearings, motors, and fans. The Search Agency built out silos for each of these products. This framework enabled the search engines to crawl deeper pages of the site and improved topic authority around their top product categories. Once these three silos were established, TSA used them as the blueprint for the site's new SEO-friendly architecture and as the basis for keyword research and content creation.
- **Microsites-** TSA also developed microsites related to the client's products, e.g., "fansofcoolfans.com," with unique content to improve SEO rankings and drive traffic back to the main website.
- **Tracking-** The client does not sell directly to customers, but rather they direct traffic to their distributors from their websites. Previously, they were unable to track the outbound traffic to their distributors, making it difficult to monitor ROI and demonstrate to their distributors the value of these click-throughs. In order to improve both the user experience and their measurement of new leads, the account team created a new section on their site that provides listings of distributors based on product availability. Outbound click tracking enabled the client to measure ROI and provide distributors with metrics on referring traffic to their sites.

Results

Building out silos for each product line immediately helped increase website traffic and page rankings. Directly after TSA launched the first content silo, the client not only achieved, but surpassed their internal goal for the number of visitors to their website by 153 percent. To date, the client's site traffic continues to exceed internal goals by 50 percent.

Silos- Actual Monthly Organic Growth over a 23 month Period

