



Industrial Machinery

Search Marketing Case Study

2015-2016

A performance digital marketing consultancy & training academy.





Our team comprises of digital researchers, strategists, consultants, usability experts, search specialists and trainers across all digital marketing channels.



25+

years SEO experience



45+

years digital experience



50+

top performing campaigns

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Expectations

“The first step to exceeding your customer’s expectations, is to know those expectations.”

Roy H Williams

Nature of Business

- ❖ Provides industrial machinery to rent or buy to construction and manufacturing companies.
- ❖ Business to Business
- ❖ Target location: South Africa (Gauteng)
- ❖ Campaign Duration: 10 Months

Original Expectations & Objectives

- ❖ Increase quality search traffic to the website
- ❖ Increase organic rankings for relevant and high volume search terms on Google
- ❖ Drive more leads from search through the website (increase conversions)
- ❖ Increase the popularity and authority of the domain

Performance Metric:

Increase average web enquiries from search from 50 to 75 per month.

Services

“The man who stops marketing to save money is the man who stops the clock to save time.”

Henry Ford

Overview of Services to be delivered

- ❖ On-going on-page SEO, health checks and maintenance to retain rankings.
- ❖ Content plan and creation to support overall SEO Strategy.
- ❖ Social media sharing of content to support off-page ranking on Google.
- ❖ Outreach tactics to build authority and popularity.
- ❖ Targeted Google AdWords (Paid Search) campaign management to address the sale & rental market.

Performance

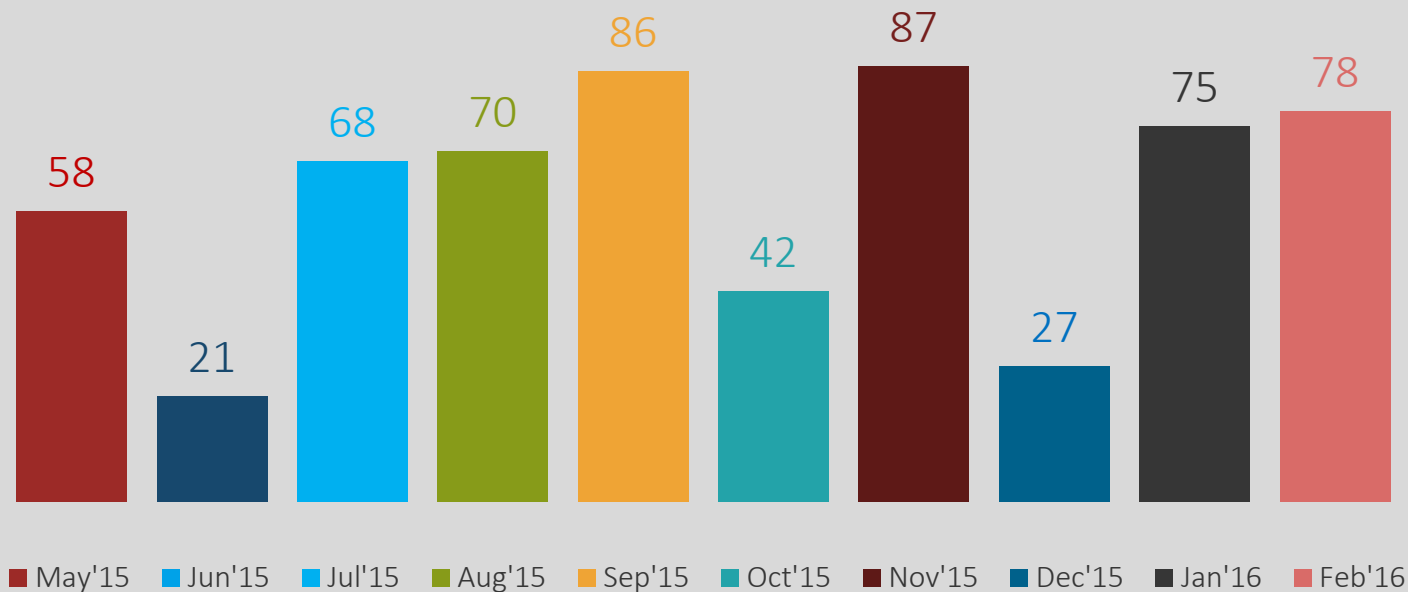
“Marketing without
measurement is futile.”

Ceri G James

Results

Conversions

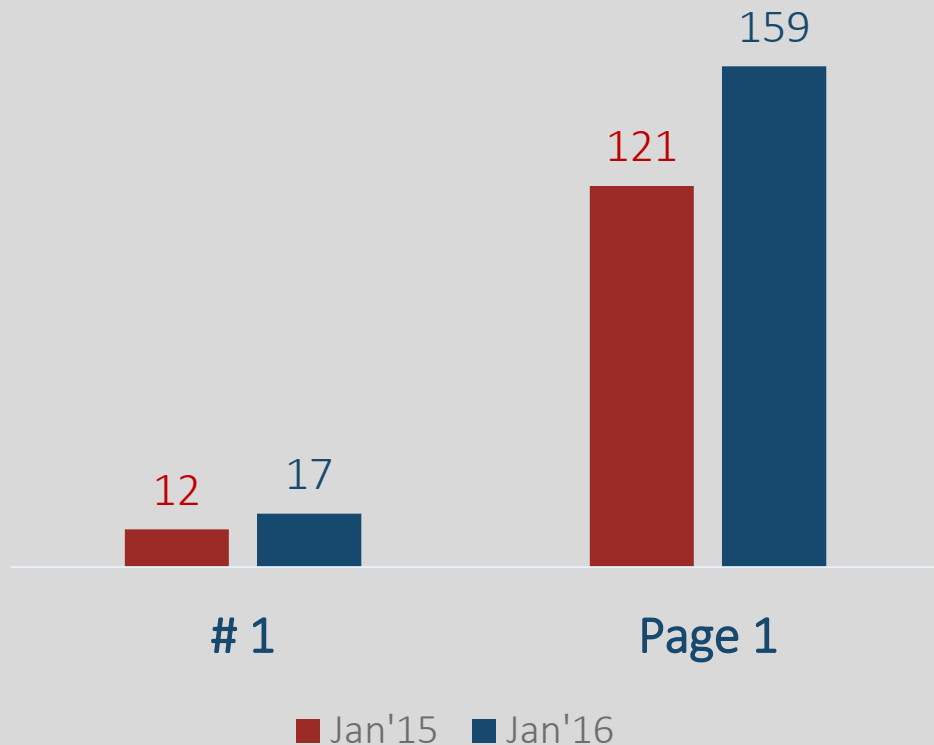
Unique Goal Conversions (enquiries/goals) by month.



Note: December dip is consistent with drop in Google trends due to festive season.

Results

Organic (Earned) Google Rankings

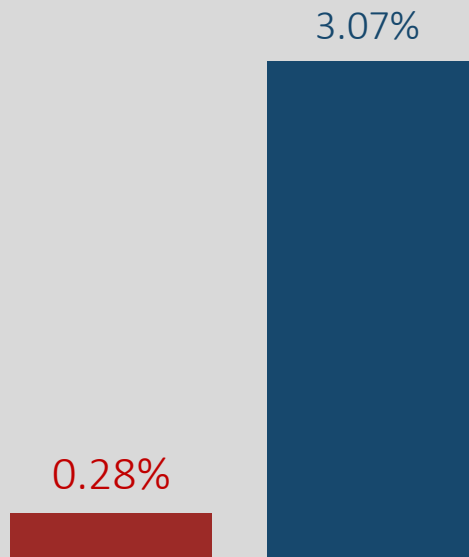


140%

Increase in No. 1 Google Rankings

Results

Google Paid Search Engagement



Google CTR to Website

■ 2014

■ 2016

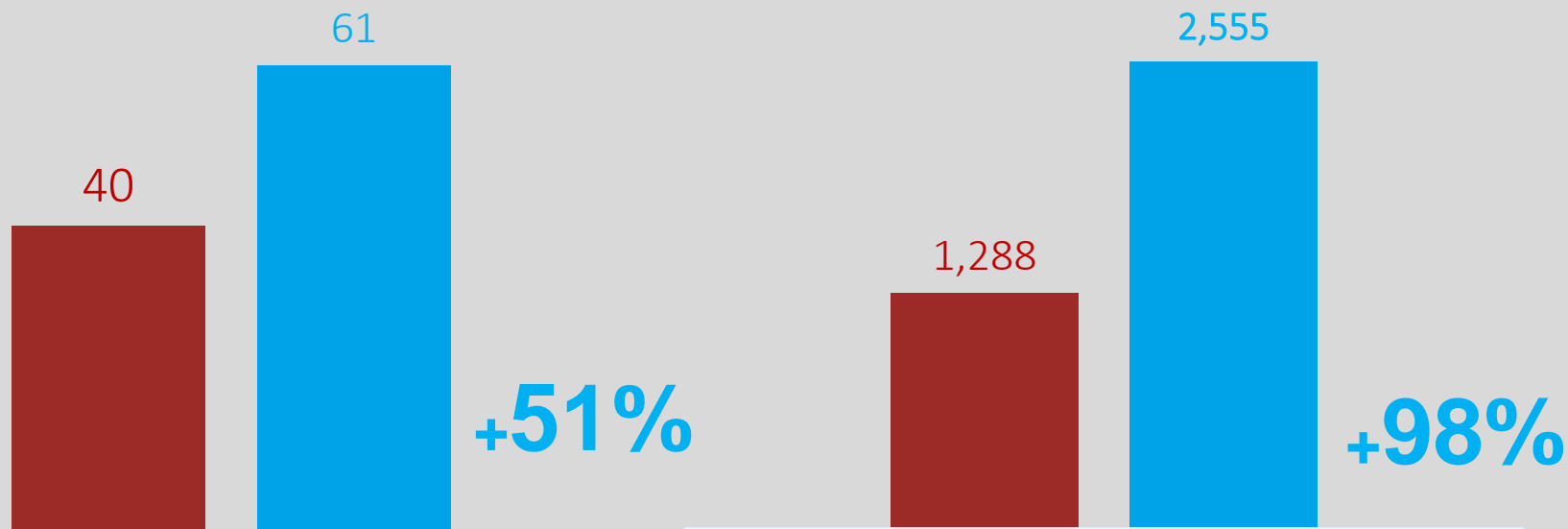
1,100%

Increase in Click thru rate (CTR) to website

Results

Website Popularity (Authority)

Popularity of a domain is measured by the number of quality and quantity of backlinks to the website, which is rewarded by Google by ranking your website higher (refer to Keyword Rankings Report).



Linking Domains

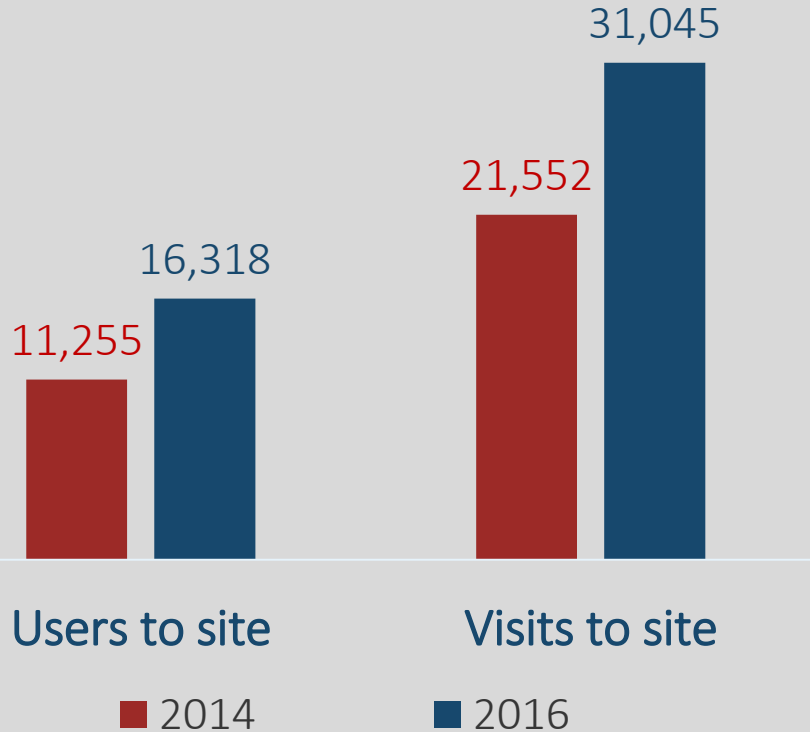
■ Mar'15 ■ Jan'15

Backlinks

■ Mar'15 ■ Jan'15

Results

Website Performance



145%

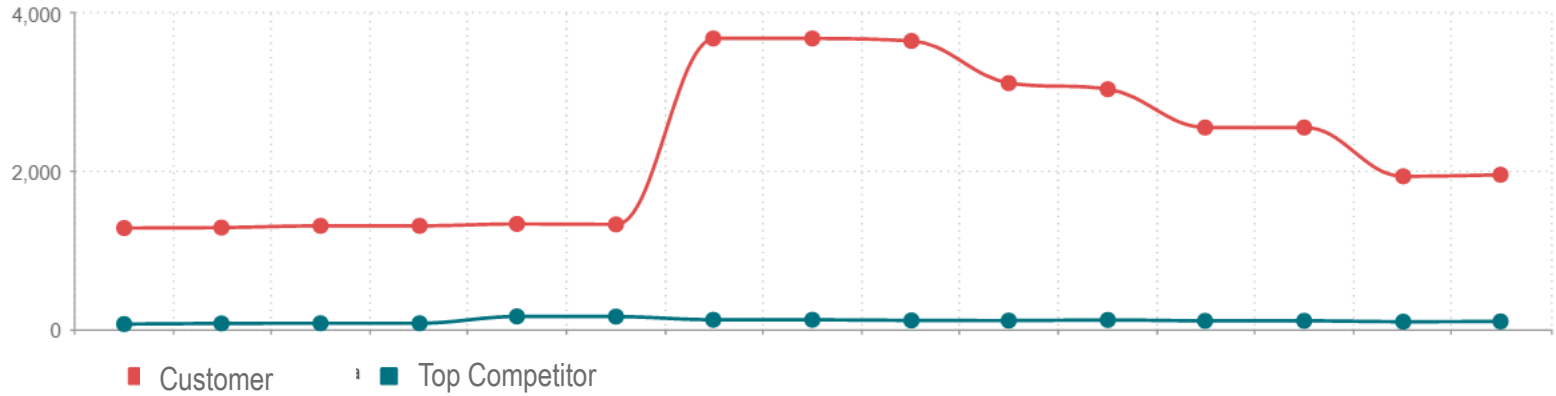
Increase in visitors to website

Overview

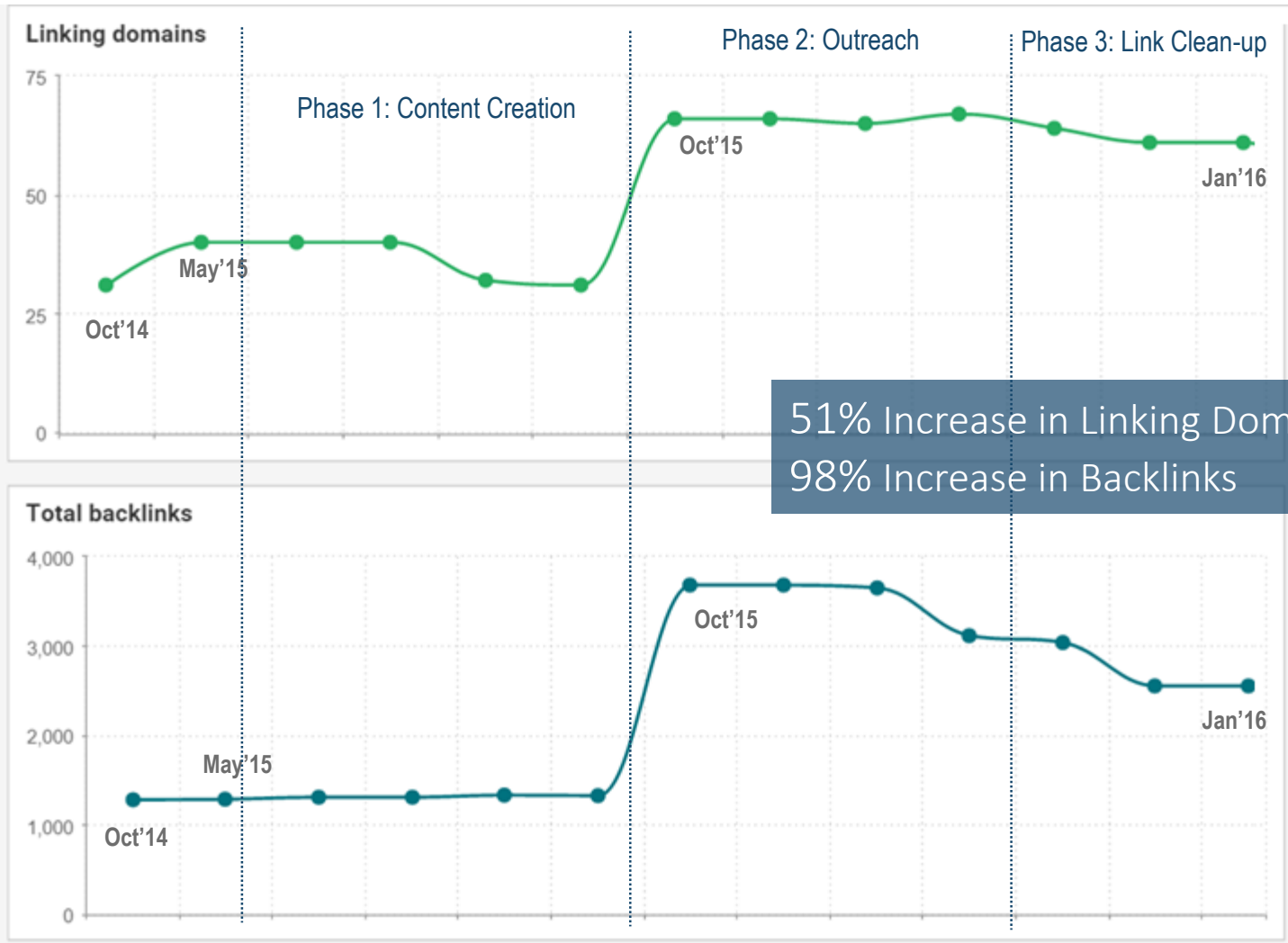
“If you don’t invest in building your digital brand, your competitor will invest in destroying it.”

Gillian Meier

Competitive Backlink Profile



Backlink Profile



Summary of notable achievements & successes

- ✓ 24% increase in average number of enquiries from the website.
- ✓ Conversions targets were exceeded in the following months: July: +13%, Aug: +16%, Sep: +43%, Nov: +16%.
- ✓ 10x Increase in organic rankings on Google for target keywords
- ✓ 3x Increase in click thru rate (engagement) from paid search / Google Ads.
- ✓ Authority (Popularity) of domain has increased: 58% more linking domains, 98% increase in backlinks.
- ✓ The company out-performs its local competitors in terms of domain authority.
- ✓ Website traffic has doubled and the website's SEO health is consistently good.

In conclusion, BlueMagnet had a significant positive impact on the website's performance and brand authority online.

THANK YOU!