

The background of the slide is a photograph of industrial machinery, specifically a conveyor belt system with large metal rollers and gears. The image is partially obscured by a dark red, wavy graphic element that sweeps across the bottom and right sides of the frame.

Revamping B2B Manufacturing Presence to Drive Organic Traffic and Leads

Transforming a legacy web presence into a high-performance lead generation engine through responsive design and content-driven SEO strategies.

Overview

We delivered a fast-loading, responsive WordPress website integrated with Salesforce and WooCommerce to streamline lead management and sales.

- Achieved a 68% increase in organic traffic and a 65% rise in qualified leads within weeks of implementation.
- Improved search engine rankings from the tenth page to the first page for high-volume, industry-specific keywords.



Client Profile

Based in the U.S., this client provides specialized bearing manufacturing and repair services for the power generation, automotive, and oil and gas sectors. As a "manufacture-to-order" shop, they rely on high-precision engineering to maintain large rotating equipment for global industrial leaders.

Challenges: Invisible Digital Presence

The client's digital storefront was unable to compete in a crowded B2B market due to:

- **Frontend Technical Debt:** Outdated coding practices that hindered search engine crawling and mobile responsiveness.
- **Content Disconnect:** Underperforming website copy that failed to resonate with OEM engineers and procurement managers.
- **Inefficient Ad Spend:** Underperforming paid campaigns that resulted in high cost-per-click (CPC) with low conversion rates.
- **Siloed Data:** Lack of integration between the website and their Salesforce environment, leading to disorganized lead tracking.

QBurst Solution: Performance-First SEO and Revamp

We developed a fully responsive WordPress platform tailored for B2B lead generation. By leveraging WordPress's native SEO strengths, we implemented a comprehensive content and technical strategy. We conducted an exhaustive audit of existing rankings to create a master content map, ensuring every product and repair service was optimized with high-intent keywords and meta-tags.

The digital marketing strategy:

- **Strategic SEO:** Integrated critical on-page signals and off-page backlink building to boost domain authority and local "Google My Business" visibility.
- **Paid Media Optimization:** Relunched Google AdWords and Facebook campaigns using competitive keyword research and optimized landing pages with prominent callouts and sitelinks.
- **E-commerce & CRM Integration:** Seamlessly connected WooCommerce for direct parts sales and Salesforce for automated lead organization and nurturing.

Key Features and Technical Highlights

- **Comprehensive SEO Audit:** Utilized Screaming Frog and Ahrefs for deep-crawl audits and competitor backlink analysis.
- **Advanced Monitoring:** Implemented WooRank and Moz OSE to track real-time domain authority and page-level SEO health.
- **Performance Analytics:** Leveraged SpyFu for competitor keyword insights and Google Analytics for conversion tracking.
- **Responsive Framework:** Optimized frontend assets for sub-second loading speeds and seamless cross-device compatibility.



SEO Performance Results

Impact

- **Top-Tier Visibility:** Propelled high-volume industry keywords from the tenth page of Google search results to the first.
- **68% Traffic Growth:** Significant surge in organic visitors driven by the new content-first architectural approach.
- **Lead Generation Boost:** Qualified B2B leads increased by 65%, supported by a three-fold increase in ad Click-Through-Rate (CTR).
- **Cost Efficiency:** Dramatically reduced the cost-per-click (CPC) while increasing total pageviews by 50% through higher ad relevance scores.

