



Website Revamp and  
SEO Drives

**ORGANIC TRAFFIC**

## PROJECT OVERVIEW

As a B2B manufacture-to-order job-shop, it was important for the client's website to appear prominently on Google search to maximize leads and conversions. The existing website, however, had limitations in generating organic traffic. QBurst revamped the company website and implemented an effective SEO strategy. We developed a fast-loading responsive website and utilized digital marketing techniques to significantly increase qualified traffic.

## ABOUT THE CLIENT

Based in the U.S., our client provides original equipment manufacturers (OEMs) and end users with bearing engineering, manufacturing, and repair expertise. They serve the power generation, automotive, and oil and gas markets, helping them design, build, and maintain large rotating equipment. Since 2013 we have been partnering with the client for customization and fine-tuning of their Salesforce environment.

*We've been working with QBurst for over three years now and we seem to keep adding more projects with them because they consistently deliver on time, on budget, and most importantly, with outstanding results. For all these reasons QBurst has been recognized as our Technology Vendor of the Year.*

**Marketing Manager**

## BUSINESS CHALLENGES

- ❖ Limited SEO capabilities due to lack of optimized frontend coding
- ❖ Unoptimized content that failed to attract leads
- ❖ Underperforming online ad campaigns

## BUSINESS REQUIREMENT

The client wanted to revamp their existing website to increase online visibility and brand awareness.

# QBURST SOLUTION

We developed a fully responsive WordPress website. Being a native blog platform, WordPress provides a distinct advantage in SEO when combined with the right strategies.

**SEO and Content Strategy:** The website was optimized for enhanced online visibility. We evaluated current rankings for the site, reviewed content, and created a master content map. We added products and services, meta tags, relevant keywords, and sitemap to improve search engine visibility.

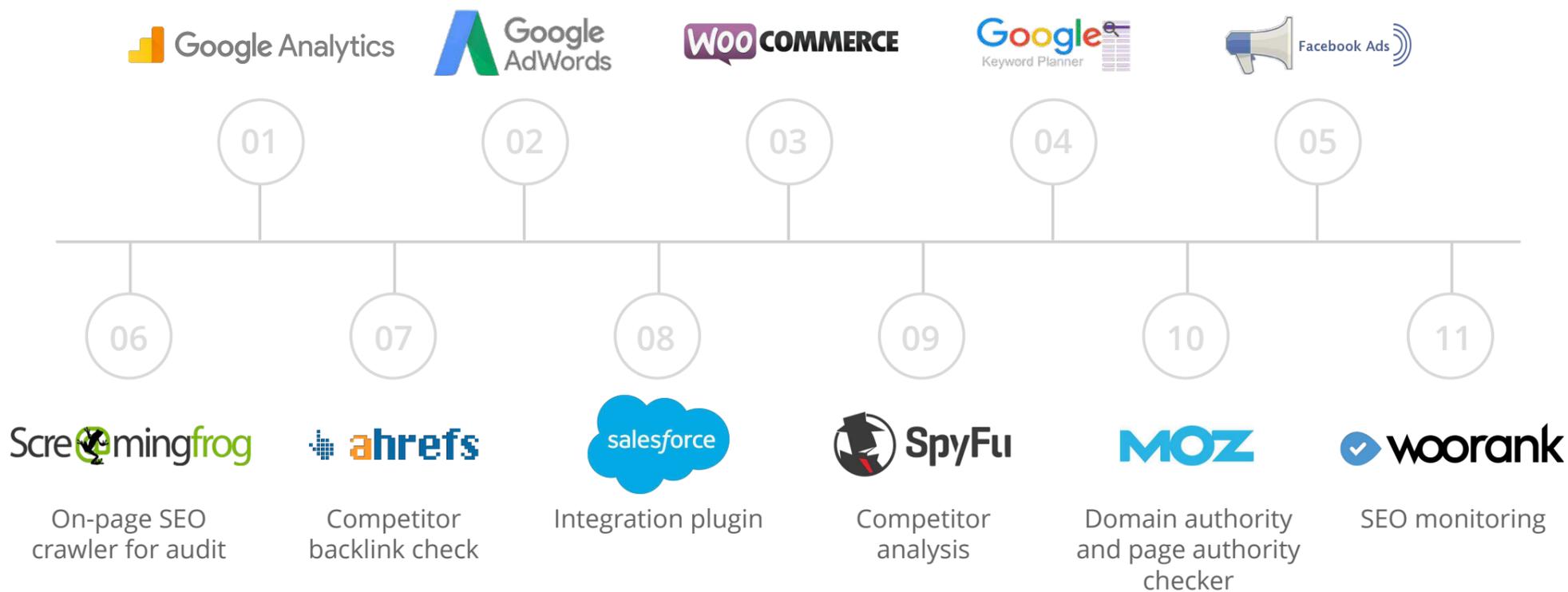
**Paid Advertising:** After extensive research, we identified competitive and relevant keywords. We optimized ad content and landing pages with these keywords and included elements such as ad extensions, callouts, and sitelinks to make the ads more prominent. The campaigns were continuously optimized for better results and periodic reports were generated to keep the client up-to-date on performance.

We also integrated Salesforce with the website to organize leads and WooCommerce for sales. QBurst also manages the client's social media accounts. Digital marketing strategies resulted in significant increase in traffic and sales.

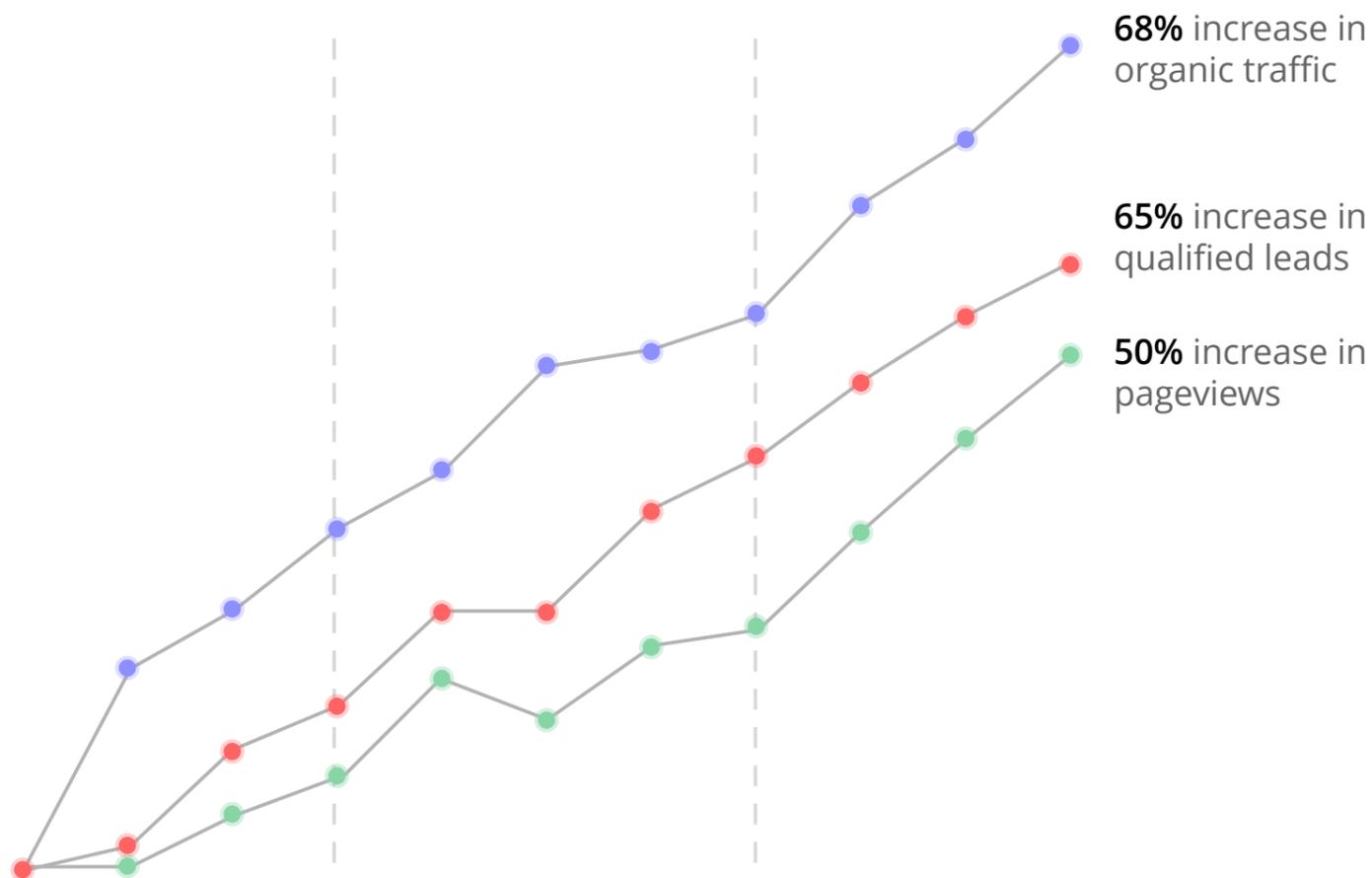
## SERVICES PROVIDED

- ❖ Keyword research to identify high search volume keywords for each service
- ❖ Integrated important on-page SEO signals
- ❖ Off-page SEO included backlink building, social bookmarking, and directory listing
- ❖ Optimized 'Google My Business' profile for local visibility
- ❖ Social media management to increase brand awareness
- ❖ Google AdWords campaign management
- ❖ Salesforce and WooCommerce integration

# TOOLS USED



# BUSINESS BENEFITS



- Improved SERP ranking from tenth page to first page for high-volume keywords
- Three-fold increase in Click-through-rate (CTR)
- Significantly reduced cost-per-click (CPC)



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