



NORTHWOODS

Case Study

Manufacturer Content Marketing Campaign Results in Increase in Website Visits, 65% Improvement in Keyword Rankings

Northwoods experts optimized the PST website to achieve exceptional results in organic search



An MTI Company

When PST launched its new website, the marketing team wasn't sure what they should do to drive traffic. They knew they needed a partner to develop a solid strategy for increasing qualified web traffic, so they turned to the trusted digital experts at Northwoods.

Situation

- PST needed to increase traffic to their new website.
- The marketing team also wanted to increase brand awareness through organic search.
- PST's previous website did not rank for the keywords they were looking to target.
- A new keyword and content strategy was needed to drive more qualified organic traffic.

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Northwoods' comprehensive strategy was the key to our success. They took the time to understand our needs, craft a solid approach backed by deep SEO knowledge, and executed effectively.

– Justin Hubert, Global Sales & Marketing Leader, PST

Client Snapshot

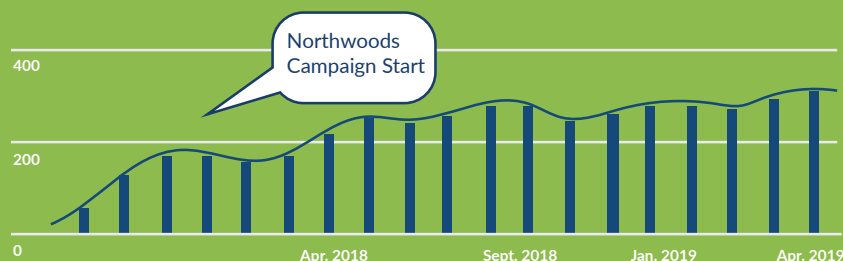
Industry: Manufacturing | **Audience:** B2B
About: PST designs and manufactures precision-engineered threaded components, including ball screw assemblies, acme screw products, precision threaded rods and component level systems. PST offers comprehensive engineering services, including thread forming, cylindrical grinding, heat treating, CNC turning, mill work, and more.

Solution

- Northwoods developed a keyword strategy broken down by search intent.
- Targeted keywords were then matched to corresponding pages on the PST website; targeted keywords were also matched with new blog post topics for additional keyword targeting.
- Northwoods implemented corresponding content changes on the website and developed one blog post per month to drive more organic search traffic.

Outcome

- After the first two months, the PST website experienced a 37% increase in total keyword rankings.
- Since then the total number of keyword rankings has continued to grow, and organic traffic to the website from Google search has increased by 41%.



WEBSITE VISITS

↑ 38.56%

WEBSITE VISITS FROM ORGANIC SEARCH

↑ 41.65%

TOTAL KEYWORD RANKINGS

↑ 65.77%

*April 2019 (year over year snapshot)

northwoodsoft.com