

**INDUSTRY**

Fleet Management Software & Hardware

SERVICES PROVIDED

Content, PPC, SEO

Our ranking has been increasing steadily after the site launch. Usually, at this point in the relationship with an SEO company, there comes a period of excuses and requests to wait for 3 months before seeing any kinds of results.

Kursti Martinsen

MARKETING MANAGER

CLIENT

GPS Trackit is a sub-company of Global Tracking Communications, Inc. They own, write, and operate software aimed at providing ways to optimize business. The hardware and software are designed to streamline fleet management and GPS tracking for delivery and distribution businesses looking for a more granular picture of their drivers and routes.

01

Marketing Goals

Their main challenge was building a competitive business in the field, using a limited budget. Some of their competitors are big corporations, so they needed to be creative in terms of marketing endeavors and spending. It was very important for GPS that the strategies emphasized increasing actual revenue and leads for their business – returns are not only necessary, but vital for a growing business on a limited budget.

02

Directive Approach

We restructured their site architecture to improve keyword rankings and create a user experience that encourages conversion. By improving keyword performance for their most profitable search queries, as well as targeting those same queries with paid ads, we also generated initial traction with early stage leads. Lastly, we developed a multi-channel content marketing strategy to post and promote content organically and via social media to generate demand.

03

Results

245%

INCREASE IN FORM
SUBMISSIONS

78%

INCREASE IN
ORGANIC VISITS

50%

KEYWORDS
RANKING IN TOP 3