

1500% INCREASE

IN FORM COMPLETIONS

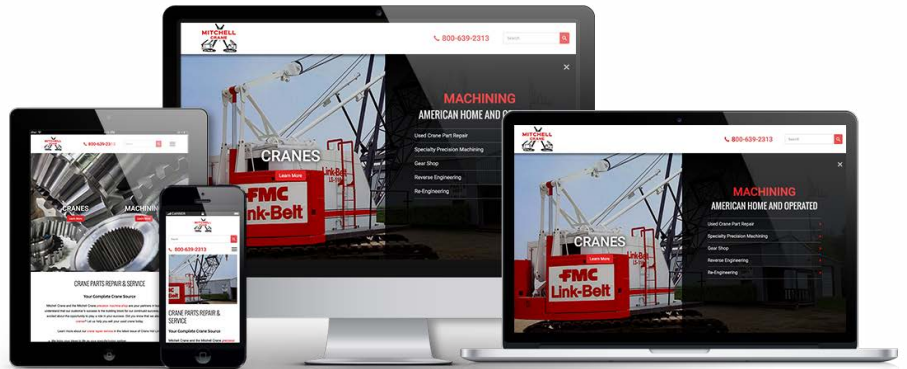
9

BEFORE

144

AFTER

OVER FIRST 5 MONTHS POST LAUNCH



Mitchell Crane, a worldwide supplier of new after-market replacement crane parts and a source for used parts and components, contracted TopSpot Internet Marketing to develop a responsive website redesign with ongoing Search Engine Optimization, Pay-Per-Click, and Analytics Services.

PROBLEM

Mitchell Crane's website didn't represent their scope of services and they knew this was causing them to lose out on business opportunities.

SOLUTION

A responsive website was built with SEO serving as the foundation. This was accomplished by creating a sitemap focused on their core products and services and then building content around them. The new pages provide industry-specific information, details about services offered, and product-specific information. The restructured sitemap combined with the clean design enabled the Customer Relationship Team to target very specific keywords and attract more relevant users post-launch.

The PPC program went live shortly after launch and was focused on their high profit margin products.

ADDITIONAL RESULTS

MOBILE & TABLET TRAFFIC **↑ 292.57%**
Almost 25% of the website's traffic now comes from mobile & tablet devices.

ORGANIC TRAFFIC **↑ 187.12%**
The website now averages close to 600 organic visits per month compared to the previous average of 200 visits per month.

OVERALL TRAFFIC..... **↑ 147.99%**
32% of the new website's traffic came from the new supporting pages SEO determined during sitemap creation.