

CMS was struggling to drive organic website traffic to generate sales leads and meet its revenue targets.



An SEO audit paired with an On-page SEO services netted awesome results.

Situation

CMS North America, a manufacturer of 5 axis CNC machines, had an established website with 170 indexed pages. However, the website was not generating substantial search traffic to meet leads and revenue goals.

Solution

By auditing their website using our SEO Tool, they discovered that the site had 198 links pointing to the homepage.

This was more than best practices called for, which is especially a problem when the SEO juice from those links doesn't flow to internal pages.

They initiated a new navigation structure and removed some of the links pointing to silo pages, while retaining the links that supported usability (such as "contact us" and support pages). In all, 90 links were removed.

After 7-weeks of re-structuring the internal pages' links and the homepage, most of the fresh pages and links had been re-crawled by Google's spider.

The Final Outcome

The company saw improved rankings for 18 of the 21 keyword phrases the site was targeting. Keywords that were already ranking on page 2 improved an average of 3.7 ranking slots.

Benefits

- Several keywords that were not ranking in the top 100 surged up, in one case moving to ranking 13
- Keywords that were already ranking on page 1 improved an average of 1.8 rankings
- Keyword that were already ranking on page 2 improved an average of 3.7 rankings

- ✓ The lower a keyword was ranking, and the fewer external links to the landing page, the more the ranking improved, including improvements of 60 and 87 positions for keywords not in the top 100.
- ✓ Organic traffic to the site has already improved, in the form of improved quality traffic from the targeted keywords and variations thereof.

"While you're busy looking after your customers our services gets you more of them."

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