

Case Study

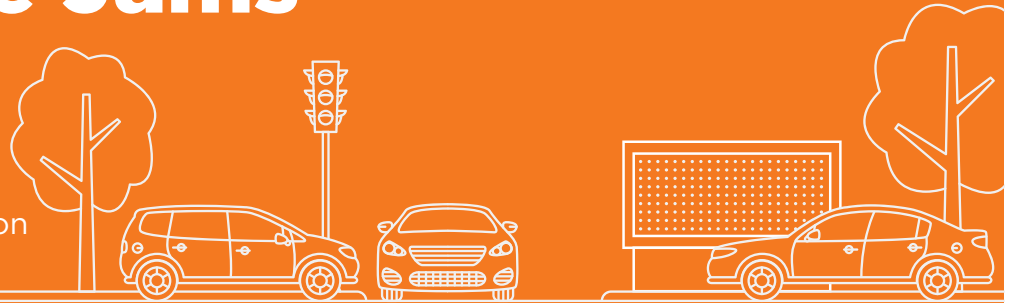


Think Digital Signs
Lead Generation | Content Development | SEO



Creating Traffic without the Jams

How Think Digital leveraged the intersection of lead generation and SEO to create traffic.



“To grow our business, we need our website to become a virtual salesperson,

generating leads and connecting us with our perfect customer,” said Matt Duffy, President of Think Digital Signs. “Our business is focused on helping our customers capture local street traffic using cutting-edge LED signs. Now it’s time to use our website to generate some traffic of our own.”

The Opportunity

OrangeBall had designed, developed, and launched Think’s website months earlier. Now, with the new site live, it was time to begin driving higher volumes of traffic and quality leads.

The key to driving this new traffic was not just new visitors, but making sure they were real prospects. Think shared with us their perfect customer’s persona, and what markets were best suited for the purchase of digital LED signage. An additional consideration would be Think’s regional market based primarily in Minnesota. The focus of all lead generation would have to be very targeted on these location-based customer segments and key markets.

Our work with Think began by completing extensive competitive research to understand the playing field and expose the best areas to target for creating results. We looked for areas where local and national competitors were winning, and for exposed areas where they had left the door open for Think to move in.

Based on all of this knowledge and research, we went to work.

The Strategy



WEBSITE LEAD GENERATION

- Placing lead generating triggers on the website.
- Offering a free location analysis, allowing prospects to discover their location’s traffic counts and exposure statistics.
- Making two free downloadable tip sheets available to educate customers, and position Think as the local LED signage expert.



CONTENT DEVELOPMENT

- Implementing website content strategies to drive regional site traffic throughout Minnesota and surrounding area.
- This included the Twin Cities metro area, but also effectively blanketed the rest of the state from Duluth to Rochester.



MONTHLY SEO PROGRAM

- Focusing on keywords, content development, and optimizations within the site and individual pages.
- Creating measurable, trackable results that could be used to make monthly adjustments and refinements.
- Implementing a natural, long-term approach where we could make gains, and then maintain those gains over time.



MEASUREMENT

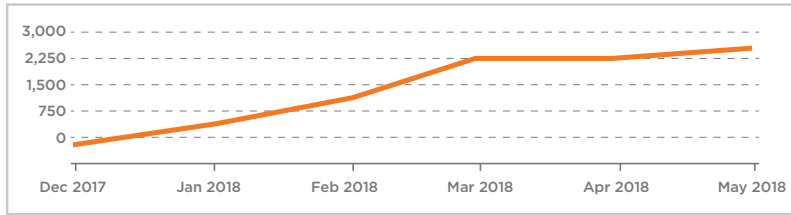
- Consistent, on-going analysis and adjustments

The Results

Over the first five months of the lead generation, new content, and SEO program, dramatic results were created:

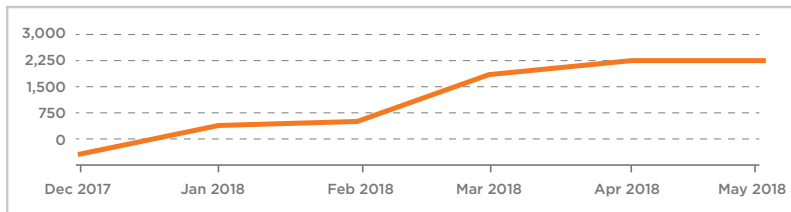
Google Change ▲ 2,599

How much a website's overall keyword rankings rose or fell.



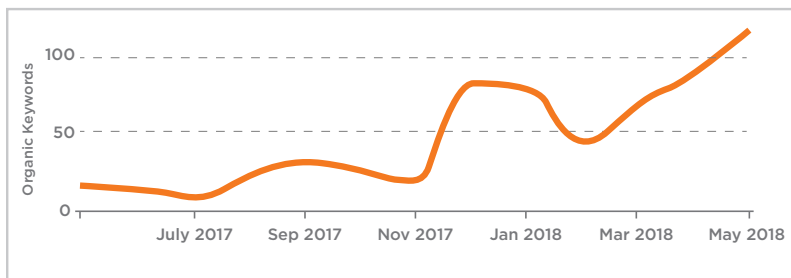
Google Mobile Change ▲ 1,829

Based on recent Google statements, more than 50 percent of searches globally now come from mobile devices. A recent Hitwise report cites US mobile search at roughly 58% of all searches. - Greg Sterling, SearchEngineIsland.com



Ranked Organic Keywords 118

The number of keywords ranking in Google's top 50 search results.



Users ▲ 40.43%

Total number of people who visited the website at least once.

New Users ▲ 40.03%

People who visited the website for the first time. This is someone new experiencing your brand's products or services.

Sessions ▲ 38.98%

A session is when someone actively engages with your website. One person could come back to your website three times, creating three sessions.

Pageviews ▲ 47.40%

Every time a person looks at a page on your website, this counts as a pageview.

Qualified Leads per Month 16+

The number of qualified incoming leads generated per month through lead generating downloads, Free Location Analysis offer, phone calls, and online inquiries.

“
The results have been great! The lead generation tools are driving inquiries and building my email list, and my call in volume has increased. I typically get 1-2 calls per week from qualified prospects who are finding my business online!
- Matt Duffy”

Interested in driving some traffic of your own?

To learn more about how you can leverage lead generation, content development, and monthly SEO to increase your website traffic, contact us, and we'll prepare your own FREE SEO audit.

Email: contact@OrangeBallCreative.com or call 612.326.9811

