

How MTE BridgeSaw Achieved 278% Sales Growth with Clartail Marketing's SEO Strategy

✓ Project Overview

Objective:

Increase online visibility, improve search rankings, and drive organic traffic to make it easier for potential clients to find MTE BridgeSaw's equipment, parts, and service offerings.

Initial Status:

MTE BridgeSaw previously used a PPC-focused marketing company, but the company didn't fully meet their needs, leading them to seek a partner offering a more holistic strategy.

✓ Execution

Strategies Implemented:

SEO Audit: Conducted an in-depth SEO audit, identifying key areas for improvement in MTE BridgeSaw's online presence.

- **SEO Optimization:** refined keyword strategy, targeting critical industry and competitor-related terms to attract high-value, relevant traffic.
- **Email Marketing:** developed targeted email campaigns tailored to MTE BridgeSaw's specific business and audience needs, leveraging deep industry knowledge for effective content creation.
- **Geographic and Industry-Specific Targeting:** prioritized region-focused and industry-specific keywords to attract both local and specialized traffic.
- **Chatbot Integration:** integrated a chatbot to enhance customer interactions and improve response times.
- **Proactive Communication:** maintained a proactive approach, ensuring quick responses and a seamless experience with minimal back-and-forth.

✓ Results

Sales Growth:

Sales increased by 278% since the campaign began.



278% increase

Organic Search Visibility:

MTE Bridgesaw achieved top organic search positions for critical industry terms and competitors, resulting in increased visibility and greater customer interest

Customer Discovery:

MTE BridgeSaw consistently appears as the first result in relevant searches, even for competitor-related queries.

✓ Testimonials



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