MASTERCRAFT WEB SOLUTIONS

SEO Case Study

METSUCO

106% increase in organic traffic year over year

64% increase in sales year over year

66% increase in organic click thru rate year over year

Challenge

MESUCO, an industrial metallurgical machine company, had just redesigned their website from a static site to an ecommerce site (using WordPress & Woo Commerce). This new site allowed them to now sell their machines and accessories directly from the website.

However, their brand was generating little awareness online and their previous site had very little traffic. Because of that the new website was not having much impact on their business.

What they needed was a reliable way to get organic traffic to the new website — which would increase brand awareness and generate sales.

Strategy

The first step of our strategy was to identify METSUCO's strengths vs. the strengths of their competitors. We did that mostly through:

- Keyword Research
- Brand Positioning Research

From there we developed a strategy to position METSUCO as an affordable option to other hardness tester brands and resellers. This was a combination of:

- Onpage Optimization
- Content Development
- Offpage Strategies

Services Provided

For this project we utilized the following services:

Onpage SEO | Content Development | Offpage SEO | Keyword Research

Key Performance Indicators (KPIs) + Results

To measure the success of this project we tracked the following KPIs. And next to each KPI are the results we were able to achieve for METSUCO.

1. Increase in Organic Traffic

106% increase in the number of sessions on the website (year over year comparison)

2. Increase in Sales throught the website

64% increase in sales through the website via their ecommerce platform (year over year comparison)

3. Increase in Organic Click Thru Rate

66% increase in the Click Thru Rate to the website from organic rankings (year over year comparison)

4. Increase in Search Impressions

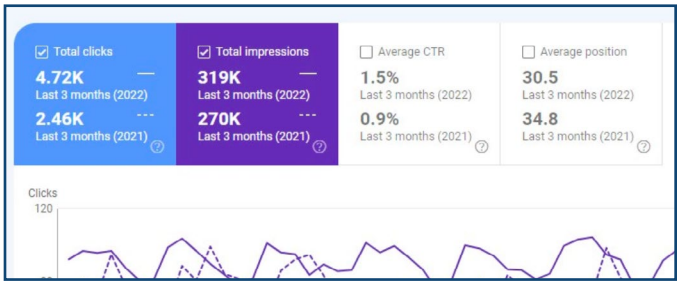
18% increase in search impressions (year over year comparison)

5. Increase in average Position Rankings

14% increase in overall position rankings for keywords (year over year comparison)

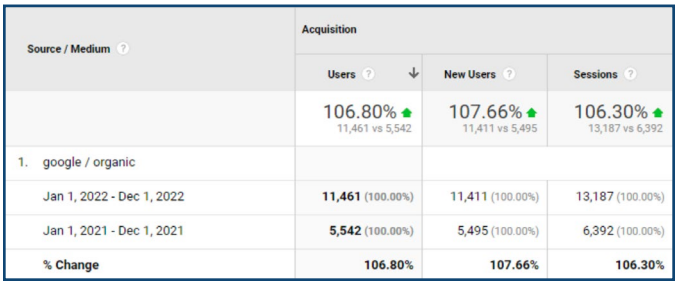
References

Below are screenshots from various platforms to show the exact results METSUCO was able to realize.



Google Search Console Results

WooCommerce Results



Source / Medium	Acquisition		
	Users	New Users	Sessions
	106.80% 11,461 vs 5,542	107.66% 11,411 vs 5,495	106.30% 13,187 vs 6,392
1. google / organic			
Jan 1, 2022 - Dec 1, 2022	11,461 (100.00%)	11,411 (100.00%)	13,187 (100.00%)
Jan 1, 2021 - Dec 1, 2021	5,542 (100.00%)	5,495 (100.00%)	6,392 (100.00%)
% Change	106.80%	107.66%	106.30%

Google Analytics Results