

CONTENT + CONVERSION OPTIMIZATION = WINNING FORMULA

ABOUT REVPART

RevPart is a manufacturing company that produces prototypes for companies in the initial stages of product development and design. Its capabilities include 3D printing, CNC machining, plastic injection molding, silicone molding and urethane casting.

STRATEGY

Our strategy involved the production and marketing of long-form content, on-site conversion optimization, and long-tail keyword targeting. Because of the technical nature of RevPart’s business, we produced

sophisticated, in-depth content on a wide range of very specialized manufacturing topics.

KEY TACTICS

- Promoted industry thought leadership through publication of on-site technical blog content.
- Showcased competitiveness and relevance through long-form service page content aimed at industrial engineers.
- Acquired relevant links to engineering-themed websites and blogs using the newly created long-form service page content.

RESULTS

682%

Website traffic has increased 682 percent since the start of our SEO campaign.

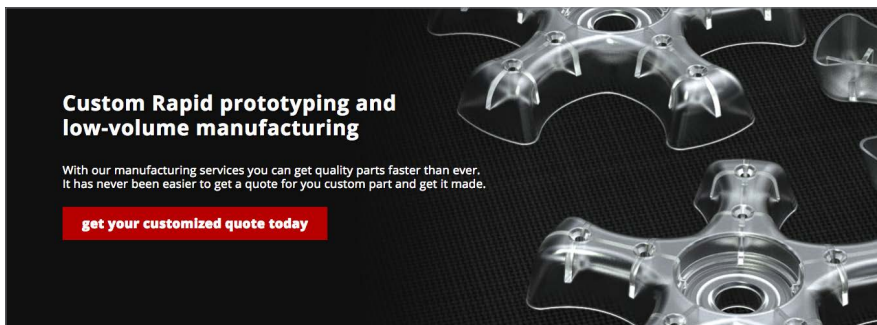
425%

Thanks to implementation of a global website footer, RevPart’s “contact us” conversions are up 425 percent.

AMAZING FACT

CONVERSIONS WAY UP

In the last 12 months, organic conversions have jumped 752 percent, which demonstrates the importance of conversion optimization.



“Our business is very specialized. Straight North has done a fine job of learning the prototyping industry and delivering very promising leads — not things every agency is capable of doing.”

Matt Davis, Co-Founder
REVPART



STRAIGHTNORTH
Make every click count.®