

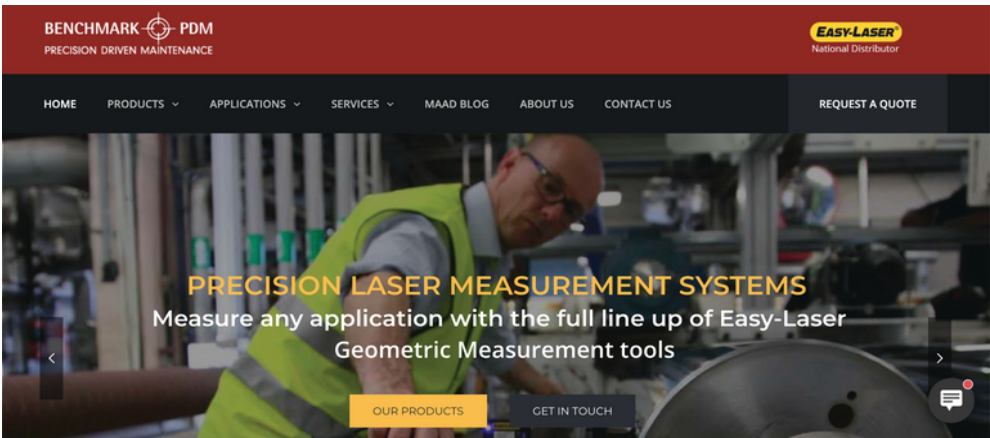


Drive, Imagination, Technology

Company: BENCHMARK PDM Inc.
Name: John-Paul Lambert
Title: General Manager

L ogo: 

Website: benchmarkpdm.com

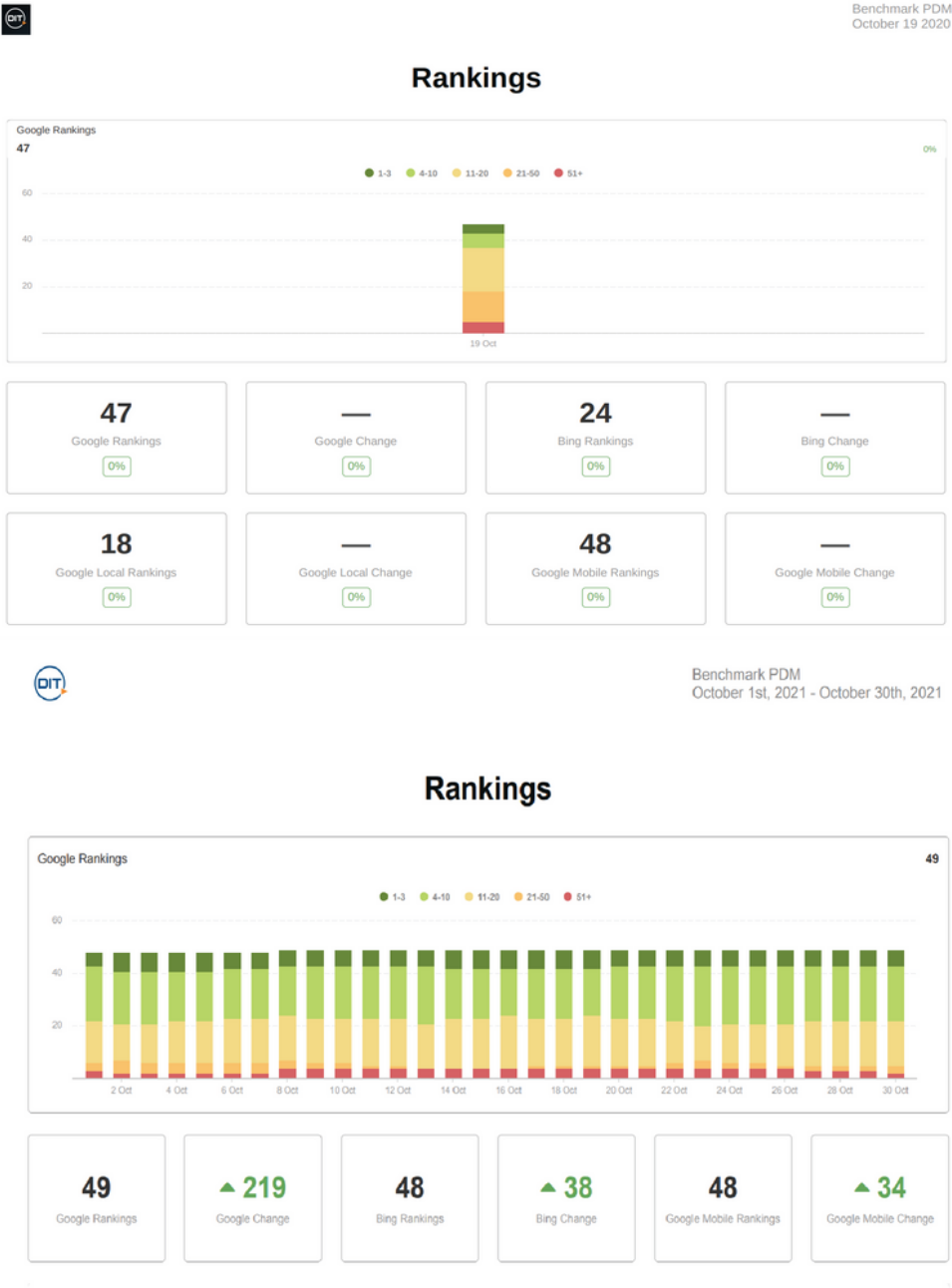


Before: Low tra c, zero conversions from Organic Search, 10 KW's on Page 1 Google & Google Mobile, 3 on Bing.

After: 25% increase in tra c, average 10-20 conversions per month, 27 KW's on Page 1 Google & Google Mobile, 17 on Bing

Timeframe: Sept 2020 - Oct 2021

Proof of
state
change:



Quote: I have been impressed by the SEO team, I know it can be a slow process and there have been some hiccups but I don't mind working with you guys (when I have the time!) to get it done right.
Thanks again and have a great weekend.

Best Regards,
John-Paul Lambert
General Manager – BENCHMARK PDM Inc.

Explanation: BENCHMARK PDM specializes in Laser Alignment Technology for industrial machinery. Benchmark started out with a small internet presence and some tra c to the site, but it was not converting into leads or interest in the business. They had about 10 keywords ranking on Google page 1, but there was room for a lot of improvement. Only 3 keywords ranked on Bing.

- Some key points include:
- We took over the Organic Search and began optimizing their online platforms including Google My Business.
 - GMB Searches immediately increased by 25% with 28 conversions the first month.
 - Total conversions from online tra c went from zero to 10-20 conversions per month.
 - Keywords on Local jumped to 19 out of 20.
 - 27 Keywords are now on Page 1 for Google and Google Mobile, 26 Keywords on Page 1 for Bing.
 - Most of the remaining keywords are on Page 2 and poised to move onto page 1 soon.
 - Additionally, we created 2 new pages of content for their website, and 28 Blog posts were written.

Many other SEO actions were taken to optimize the campaign, the ones mentioned are the key performance indicators.



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