

# Case Study

# PGM RECOVERY SYSTEMS



180%

Conversion Rate Increase

1000%

Increase in Organic Traffic

150%

CTR Increase

500%

Increase in Leads

## OVERVIEW

PGM Recovery Systems is an automotive precious metals company who tasked us with increasing organic traffic to drive high quality leads. Their current website was setup with a decent amount of relevant keywords but their on-page SEO was missing some key components. Unfortunately, Google Search Console was never set-up so they were unable to see what search queries was bringing in traffic. Their current traffic was mostly coming from paid advertising efforts.

## CHALLENGES

Without having Google Search Console we are relying on SEO tools such as SEMRush to provide us a competitor analysis of the industry. SEO efforts can take some time so we estimated about six months to drive them to page one of Google.

1

### Challenge 1

Their industry is very niche so there wasn't a ton of historical data to look into and the market is ever-changing.

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### Challenge 2

Current marketing efforts were broad, unorganized and unrestrained.

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### Challenge 3

All web pages needed a content refresh including H1, H2, and H3 hierarchy.

## GOALS

We wanted to nail our keyword research, understand the market and identify where we can increase organic traffic to their website.

### Goal 1

Triple the volume of leads through organic traffic by ranking our identified primary keywords to page 1 of Google.

### Goal 2

Build a strategy to successfully categorize these leads to better target them later in other marketing efforts.

## RESULTS

Through content refresh, adjusting on-page SEO, fixing technical SEO and restructuring the URLs we were able to drive their **organic traffic up by 1000%**. Going from single digit numbers of leads a day to **hundreds of leads a day**. On top of that, we were able to categorize these leads and set up effective drip campaigns to send personalized, dynamic content. All of this was accomplished in six months.