

# Case Study:

32% Lead to Customer Rate  
and an 82% Increase  
in Revenue from  
Search Engine Optimization



**HubSpot**

SOLUTIONS PARTNER PROGRAM

## Project Background:

Our client is a global organization serving various industrial test, measurement, inspection, and assembly markets. Tasked with driving innovation in leak testing, in-process testing, and data management, they serve industries ranging from automotive and off-highway to medical devices, consumer electronics, and industrial process control. They were using a custom content management system (CMS) in the past, but as a larger initiative, they moved their website to HubSpot's CMS to streamline their marketing activities and have a majority of their marketing technology under one platform.

## SEO Objectives:

Their primary objective was to have a dedicated search engine optimization strategy and a regular content amplification program to improve organic search and conversion from organic traffic. The goal of moving to HubSpot was to make changes to their website quickly and easily, leverage built-in SEO tools in HubSpot, and maximize their content efforts by focusing on the right keywords to drive qualified traffic and convert that traffic into sales leads.

**To help with this, Prism Global Marketing Solutions first started with a comprehensive website audit that included the following:**

- A *complete keyword assessment* of what keywords were currently driving traffic, the keywords they should target based on search volume, and a review of competitor websites. The goal was to ensure the current pages on the website were driving the right traffic based on targeted keywords specific to their business and buyer personas.

■ A comprehensive optimization of their search terms by page, which included research and implementation for improvements, including:

- Three target keywords per page based on search volume and current ranking
- Page title
- Meta description
- Page header
- Overall page content
- Image alt text

■ A complete conversion rate optimization review with recommended downloadable assets and conversion offers per page to align with the primary content on their existing website pages. The goal was to define the buyer's journey for each website page and determine which content would best align with where a particular visitor was most likely on that journey. Example below:

A	B	C	D
Target Page	Type of Conversion	Slide-In	Exit Intent (If Needed)
<a href="https://www.cincinnati-test.com/">https://www.cincinnati-test.com/</a>	Slide-In + Exit Intent	Leak Testing 101 Guide	Subscribe to the Blog
<a href="https://www.cincinnati-test.com/unit-pressure-conversions">https://www.cincinnati-test.com/unit-pressure-conversions</a>	Slide-In & CTA Section	Leak Week Pressure Decay On-Demand Webinar	Subscribe to the Blog
<a href="https://www.cincinnati-test.com/air-leak-test-faq">https://www.cincinnati-test.com/air-leak-test-faq</a>	Slide-In & CTA Section	Leak Testing 101 Guide	Subscribe to the Blog
<a href="https://www.cincinnati-test.com/test-instruments/sentinel-c20">https://www.cincinnati-test.com/test-instruments/sentinel-c20</a>	Slide-In + Exit Intent	Request a Quote	Pressure Decay On-Demand Webinar
<a href="https://www.cincinnati-test.com/test-instruments/sentinel-mh">https://www.cincinnati-test.com/test-instruments/sentinel-mh</a>	Slide-In + Exit Intent	Request a Quote	Pressure Decay On-Demand Webinar
<a href="https://www.cincinnati-test.com/leak-rate-units">https://www.cincinnati-test.com/leak-rate-units</a>	Slide-In & CTA Section	Leak Testing 101 Guide	Subscribe to the Blog
<a href="https://www.cincinnati-test.com/test-instruments/accessories">https://www.cincinnati-test.com/test-instruments/accessories</a>	Slide-In + Exit Intent	Request a Quote	Leak Testing 101 Guide
<a href="https://www.cincinnati-test.com/digital-vacuum-pirani-gauge">https://www.cincinnati-test.com/digital-vacuum-pirani-gauge</a>	Slide-In	Leak Testing 101 Guide	
<a href="https://www.cincinnati-test.com/dev-test-blog/what-is-ip67-ipxx-manufac">https://www.cincinnati-test.com/dev-test-blog/what-is-ip67-ipxx-manufac</a>	Slide-In and CTA at End (Exit Intent If Desired)	IPxx Beginner's Guide	Subscribe to the Blog
<a href="https://www.cincinnati-test.com/dev-test-blog/convert-dunk-testing-from">https://www.cincinnati-test.com/dev-test-blog/convert-dunk-testing-from</a>	Slide-In and CTA at End (Exit Intent If Desired)	Leak Testing 101 Guide	
<a href="https://www.cincinnati-test.com/dev-test-blog/strategies-for-hvac-leak-te">https://www.cincinnati-test.com/dev-test-blog/strategies-for-hvac-leak-te</a>	Slide-In and CTA at End (Exit Intent If Desired)	Refrigerant Guide	Pressure Decay On-Demand Webinar
<a href="https://www.cincinnati-test.com/dev-test-blog/7-factors-affecting-your-lea">https://www.cincinnati-test.com/dev-test-blog/7-factors-affecting-your-lea</a>	Slide-In and CTA at End (Exit Intent If Desired)	Leak Testing 101 Guide	

■ A thorough review of the technical SEO elements, such as page loading time and mobile responsiveness, is critical to ensure a positive website experience.

- A *content calendar* focused on blogs and new downloadable content that would align with their new SEO strategy. Example below.

A	B	C	D
Blog Title	Title Character Count (Under 70 Characters for SEO)	Target Keyword	Monthly Search Volume
How to Use High Precision Differential Pressure Decay Leak Detection	68	Differential Pressure Decay	30
5 Mass Flow Leak Testing Options for Difficult Production Environments	70	Mass Flow Leak Testing	40
How to Leverage Tracer Gas Leak Detection for Increased Accuracy	64	Tracer Gas Leak Detection	170
4 Main Considerations for Electric Vehicle (EV) Battery Testing	63	EV Battery Testing	140
7 Ways to Leverage Metrics from Your Leak Testing Data Analytics	64	Leak Testing Data	20
Detect & Eliminate Leaks to IPxx Standards for Electronic Devices	65	IPxx	1,300
The Difference Between Scm, ccm & accm Leak Rate Units	55	Leak Rate Units	130
6 Benefits of Pressure Decay Leak Testing	41	Pressure Decay Leak Testing	190
The Difference Between Pressure Decay & Mass Flow Medical Leak Testing	70	Medical Leak Testing	30
Why HVAC Leak Testing is Critical to Ensure Stabilization & Efficiency	70	HVAC Leak Testing	40
4 Considerations for Selecting an Industrial Leak Detection System	66	Leak Detection System	1,600
6 Disposable Medical Device Leak Detection Tips	48	Medical Device Leak Detection	20

## Strategy, Tactics & Results: (Timeframe is January 2024 - June 2024)

- **Refreshed SEO Throughout the Website:** With the keyword assessment and recommendations for on-page SEO, including page title, meta description, header, content, and alt text, they saw a **48% increase in total website traffic** and a **12% increase specifically from organic traffic**. Organic traffic is also the most impactful source of traffic, leads, and conversion.

FROM 1/1/2024 TO 6/30/2024

<input checked="" type="checkbox"/>	SOURCE	SESSIONS	SESSION TO CONTACT RATE	NEW CONTACTS	CONTACT TO CUSTOMER RATE	CUSTOMERS
<input checked="" type="checkbox"/>	Organic search	56,787	2.25%	1,279	32.6%	417
<input checked="" type="checkbox"/>	Direct traffic	27,406	2.07%	568	34.15%	194
<input checked="" type="checkbox"/>	Paid search	19,183	2.61%	501	46.51%	233
<input checked="" type="checkbox"/>	Organic social	12,049	0.07%	8	37.5%	3
<input checked="" type="checkbox"/>	Email marketing	5,555	4.79%	266	57.89%	154
<input checked="" type="checkbox"/>	Referrals	2,210	2.26%	50	32%	16
<input checked="" type="checkbox"/>	Other campaigns	253	6.72%	17	70.59%	12
<input checked="" type="checkbox"/>	Paid social	2	0%	-	0%	-
	Report Total	123,445	2.18%	2,689	38.27%	1,029

- Data-Driven Conversion Rate Optimization:** With unique calls-to-action driving prospects to downloadable content geared toward where they are in the buyer's journey, they saw a **28% increase in new online sales qualified leads**.

**Increase in Impressions, Average Position, and Clicks in Search Engines:** With an improved focus on SEO, they saw a:

- 59% increase** in total impressions
- 60% increase** in total clicks
- 20% improvement** in average position

Google Search Console property: <https://www.cincinnati-test.com/>

01/01/2024 to 06/30/2024

How the % change is calculated

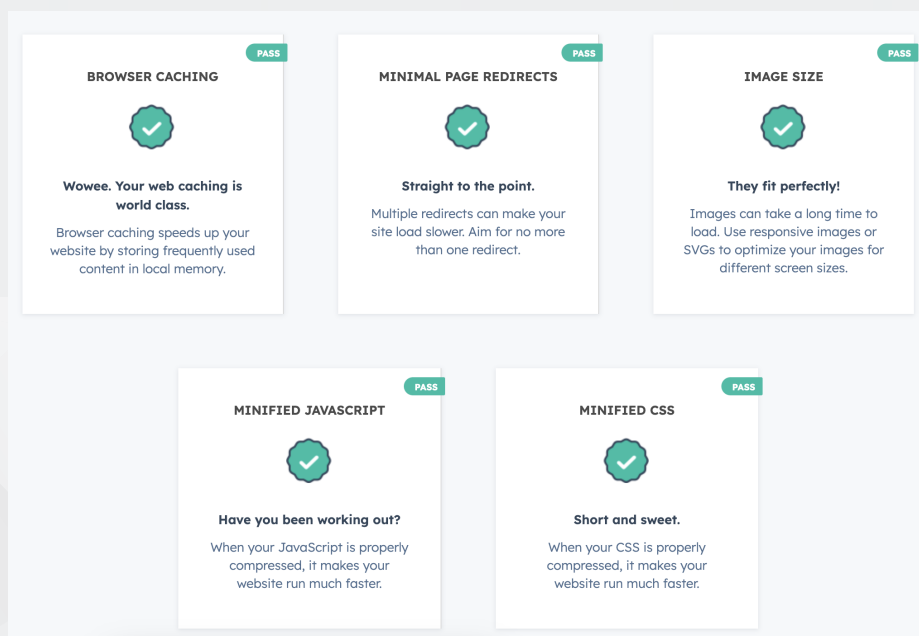
TOTAL PAGES	TOTAL IMPRESSIONS	TOTAL CLICKS	AVERAGE CLICKTHROUGH	AVERAGE POSITION
889 3.61%	2,426,924 59.82%	53,139 60.57%	2.19% 0.47%	19.03 20.58%

■ **Added Dynamic & Multivariate Calls-to-Action (CTAs) to the Website:** As a step beyond conversion rate optimization, we further optimized the organic traffic conversion strategy to display dynamic and multivariate calls-to-action. This means we could see if an individual had already downloaded or engaged with specific content in our marketing automation tool. From there, we could display another piece of related content instead. This allowed for organic visitors to have a personalized experience, leading to increased website engagement, resulting in:

- **102% increase** in total CTA views
- **26% increase** in total CTA clicks


■ **Website Technical Optimization:** The following shows the technical website improvements from a third-party website review tool. These optimizations are essential to helping a site run quickly and efficiently to optimize the user experience. The review and updates included:

- Responsiveness & Mobile Font Size
- Permission to Index & Meta Descriptions
- Plugins & Caching
- Security & Redirects



PASS

PERMISSION TO INDEX




**Granted.**

In order for a page to appear in search results, search engines must have permission to store it in their index. If they can't store it, no other changes matter.

PASS

META DESCRIPTION




**Look at you go!**

Meta descriptions tell people what your page is about in search results.

PASS

CONTENT PLUGINS




**\*Clap, clap, clap\*  
Good job!**

Search engines can't always understand content that relies on browser plugins, such as Flash.

PASS

LEGIBLE FONT SIZE




**Easy on the eyes.**

Visitors may have difficulty reading small text, especially on mobile devices. We recommend at least 12px.

PASS

TAP TARGETS




**Clicking is so easy!**

Mobile-friendly pages perform better in search results. Make sure interactive elements like buttons and links are not too small or too close together.

PASS

RESPONSIVE



**Fantastic! You're ready to face the future.**

Responsive design gives you a bump in search rankings for searches on mobile devices.

Business Impact:

The charts below show data from January 2024 - June 2024.

56,787 website visits from organic traffic, resulting in 417 new customers, with a 32.6% conversion rate from inquiry to customer conversion.

FROM 1/1/2024 TO 6/30/2024

<input checked="" type="checkbox"/>	SOURCE	SESSIONS	SESSION TO CONTACT RATE	NEW CONTACTS	CONTACT TO CUSTOMER RATE	CUSTOMERS	BOUNCE RATE	SESSION LENGTH
<input checked="" type="checkbox"/>	Organic search	56,787	2.25%	1,279	32.6%	417	68.46%	111 seconds

82% increase in revenue

Revenue for 1st Half 2024

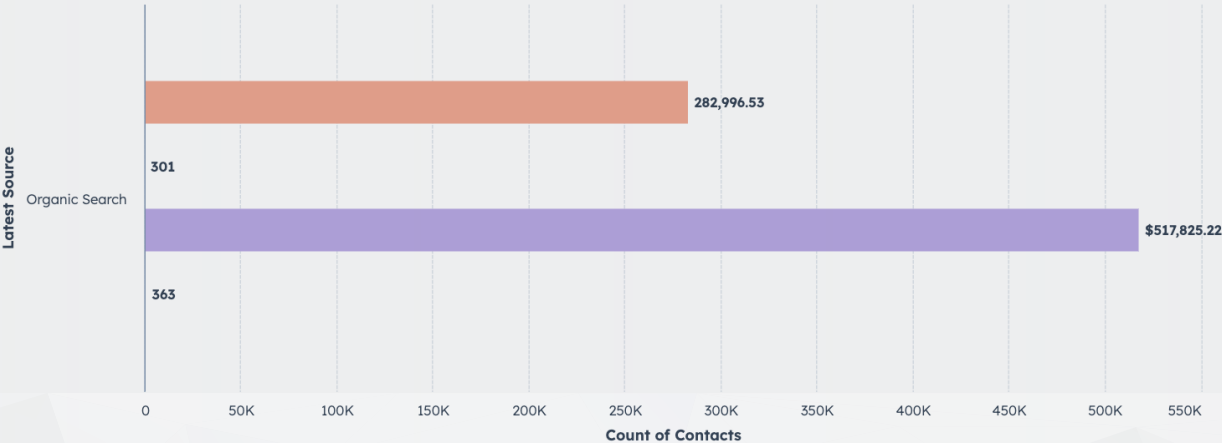
Horizontal bar

FROM 1/1/2024 TO 6/30/2024

COMPARED TO | PREVIOUS 182 DAYS

FILTERS (2)

Previous period (Sum Total Revenue) Previous period (Count of Contacts) Sum Total Revenue Count of Contacts





# Get in Touch:

## Prism Global Marketing Solutions



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