



SEO CASE STUDY: W.A. ELECTRIC

<http://www.waelectric.ca>

W.A. Electric Controls Ltd. has an exclusive license to manufacture Canadian General Electric's CR7092C and CR2000 motor control centers. The company also performs specialized industrial design and manufacturing tasks.

W.A. Electric's customers are manufacturing and engineering professionals who know exactly what they want. It's a specialized market and a unique situation for SEO.

Challenges

At our SEO strategy meeting the development team identified how W.A. Electric's special circumstances affected the upcoming SEO campaign:

- The client's field uses specialized terminology – nothing with popular appeal. It's our job to explore the client's niche in an accessible fashion.
- W.A. Electric is the exclusive manufacturer of two motor control systems: reliable technologies that have been in service since the 1970s. Direct competition is less of an issue than raising awareness – potential clients need to know that they can refurbish their motor control systems instead of ordering a full scale replacement, and that they don't have to change motor control systems to stay current with 21st Century industry.
- Our content needs to properly represent the business' integrity. W.A. Electric is a quality manufacturer for professional clients who have high standards themselves.

The SEO Process

Conventional **keyword research** strikes a balance between popularity and competitive viability – but this didn't suit W.A. Electric. Instead, our keyword selection focused on product names, leveraging the advantages the client already enjoys as an exclusive manufacturer.

GILL Media was fortunate enough to have redesigned W.A. Electric's site, so it was a simple task to incorporate **on-page SEO** that concentrated on these keywords, including titles and content.

Link building focused on quality links from industry sites, but we also took into account the fact that some of the client's customers will come from "blind" searching by people unfamiliar with motor control centers. For example, a junior staff person in a potential client company might be tasked with researching a solution.

Off page content had one simple goal: Inform potential customers that there is a manufacturer ready to service and enhance their motor control systems. **GILL Media's** copywriters began creating press releases to get this message across.

Results

After roughly 90 days of SEO implementation **GILL Media** and the client measured the following effects:

- The site's traffic significantly increased, though after only a quarter's worth of results the development team is carefully watching this instead of assuming a trend.
- Google PageRank increased to 2, after beginning with no ranking at all.
- Google Page 1 Ranking for the majority of target keywords – and even when there wasn't Page 1 ranking for the client's site, off-page content referring to the client reached the first page of Google.
- The client reported increased business activity and is considering expanding its staff to handle the demand.

Looking Forward

The continuing challenge is to sustain growth. W.A. Electric's campaign was successful from the start but SEO isn't about quick, temporary results. The true goal is long term popularity. Here are some avenues for growth we're looking into with this client:

- **Video:** The client's projects have included visually compelling items. Capturing and sharing them will increase W.A Electric's profile.
- **News:** As W.A. Electric evolves **GILL Media** will be there to write about them to promote the company through articles and press releases, optimized for target keywords.
- **Link Building:** We will continue to develop links for the client using both quantity and quality-based strategies.

Just a taste of SEO took this client to new levels of business. Imagine what a year will do? We're looking forward to seeing that.

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This case study is only one example of the work we do for clients: intensive, customized SEO and other internet marketing strategies. [Contact us](#) (email link) for a free, no-obligation initial consultation. **GILL Media** is ready to listen, plan and work – we'll make your goals our own.

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