

33% Increase in Organic Traffic 50% More Requests for Proposal

Client: www.sircosamplers.com



Search Engine Optimization Case Study

SIRCO

Sirco Samplers

Overview

Sirco Samplers has helped businesses take accurate water samples for over four decades, thus preventing harmful pollutants from entering into the public water supply. Their goal is to create a cleaner, safer environment through a reliable and accurate sampling system.

Sirco Samplers recognized the value of the Internet to bring more leads, and also as an effective sales channel. Not having to hire more sales persons and partially automating the sales process by running a website in top positions 24/7 has become the top marketing priority for our client.

Sirco Sampler's website has been running for about 6 years before they contacted Pitstop Media for help with search engine optimization. Sirco Samplers could not improve its website rankings beyond page 3 of the search results for the keywords it targeted.

Sirco Samplers wanted Pitstop Media to rank its website in top positions in 1st page for targeted keywords and to help reach its target market to generate more web leads.

Read the Case Study



“ We have seen a significant improvement in where our website is ranked for the most important keywords in our industry. We are pleased with the work of Pitstop Media, and recommend them for those who see a value in improving their web traffic. ”

Ephie R. - Director of Marketing
www.sircosamplers.com



Our Credentials



Challenges Sirco Samplers Faced

- Limited IT resources to implement complex SEO changes on the website
- Tried SEO in-house with little success, as they weren't able to increase the rankings
- Competed with B2B websites which were well established as authorities, from search engine's perspective

Solution

To make sure the SEO campaign would be successful, we started the process with keyword research, analysis and selection. Based on the keyword list provided by our client, Pitstop Media expanded and identified the most profitable keywords for their website and industry. The top 10 keywords were each given a Keyword Effectiveness Index (KEI) in order to prioritize the keywords based on expected return on investment.

Two KEIs were derived for two important metrics, traffic and revenue. The first KEI we computed was based on the monthly search volume for each keyword and competing pages for the same terms. The second KEI took into account the revenue generated by each keyword (data from AdWords, Google Analytics and internal sales data). The keywords were chosen based on the combination of both KEIs and were followed by an onsite optimization process.

The onsite optimization process started with identifying the most important SEO pages (the pages with the highest SEO potential). Once the pages were identified, they were manually audited for the most important SEO factors. At the end of the audit, the client received a detailed report of what had to be changed at the server level, page level and site-wide. Detrimental factors were analyzed, identified and sent to our client to be taken into consideration. Additionally, we provided a wireframe version of each optimized page for an easier understanding of how the changes should be implemented on the website.

Once our recommendations were implemented, Pitstop Media conducted quality assurance checks to ensure the implementation was as per our recommendations, before finalizing the onsite optimization process and moving onto link building. For link building, we used tactics such as directory and search engine submission and, article submission to niche and industry specific websites under our client's company name.

Our Credentials

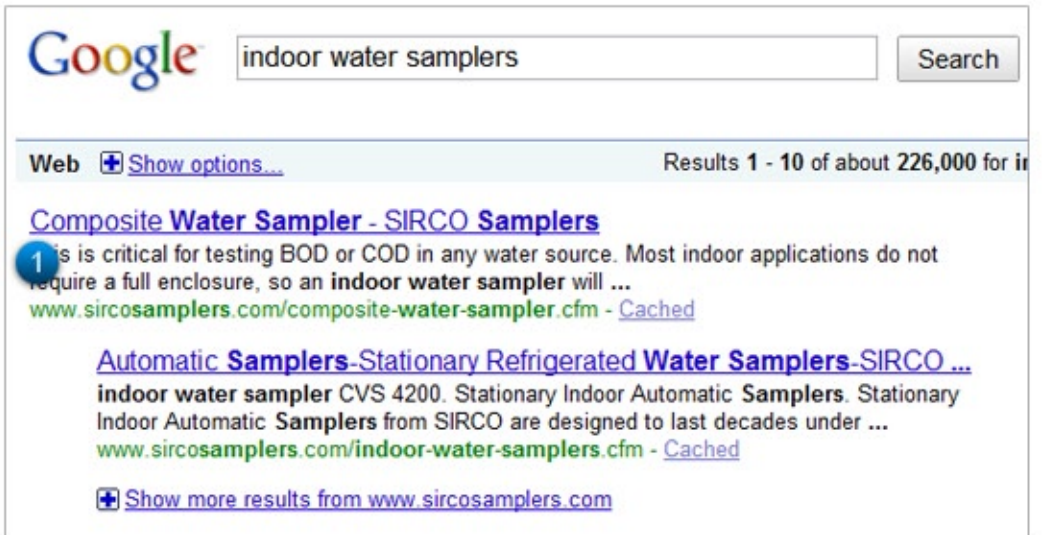
ADWORDS[™]
QUALIFIED
COMPANY
Google



ANALYTICS
QUALIFIED
INDIVIDUAL
Google

Results

Sirco Samplers started seeing results in less than 3 months after using our service.



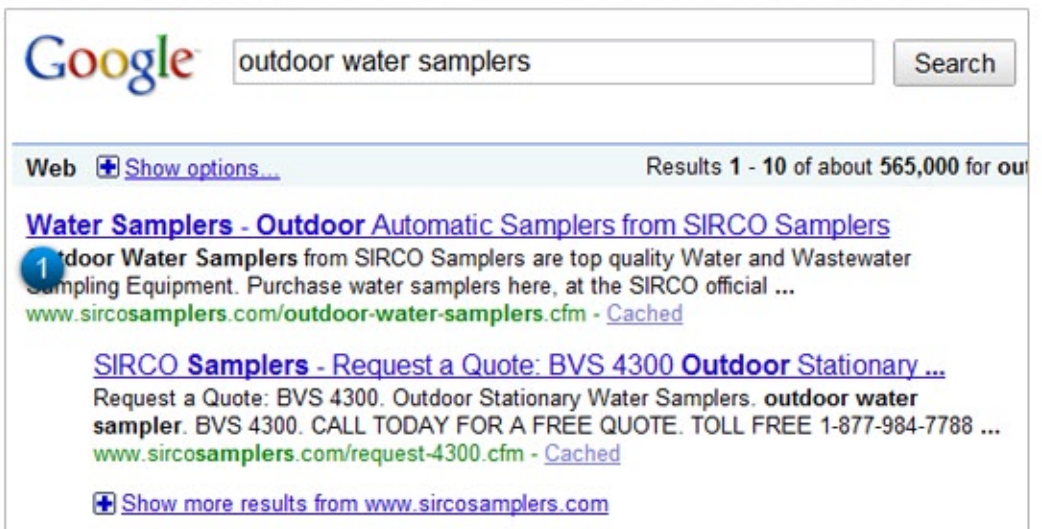
Google indoor water samplers Search

Web [Show options...](#) Results 1 - 10 of about 226,000 for indoor water samplers

Composite Water Sampler - SIRCO Samplers
1 is critical for testing BOD or COD in any water source. Most indoor applications do not require a full enclosure, so an indoor water sampler will ...
www.sircosamplers.com/composite-water-sampler.cfm - [Cached](#)

Automatic Samplers-Stationary Refrigerated Water Samplers-SIRCO ...
indoor water sampler CVS 4200. Stationary Indoor Automatic Samplers. Stationary Indoor Automatic Samplers from SIRCO are designed to last decades under ...
www.sircosamplers.com/indoor-water-samplers.cfm - [Cached](#)

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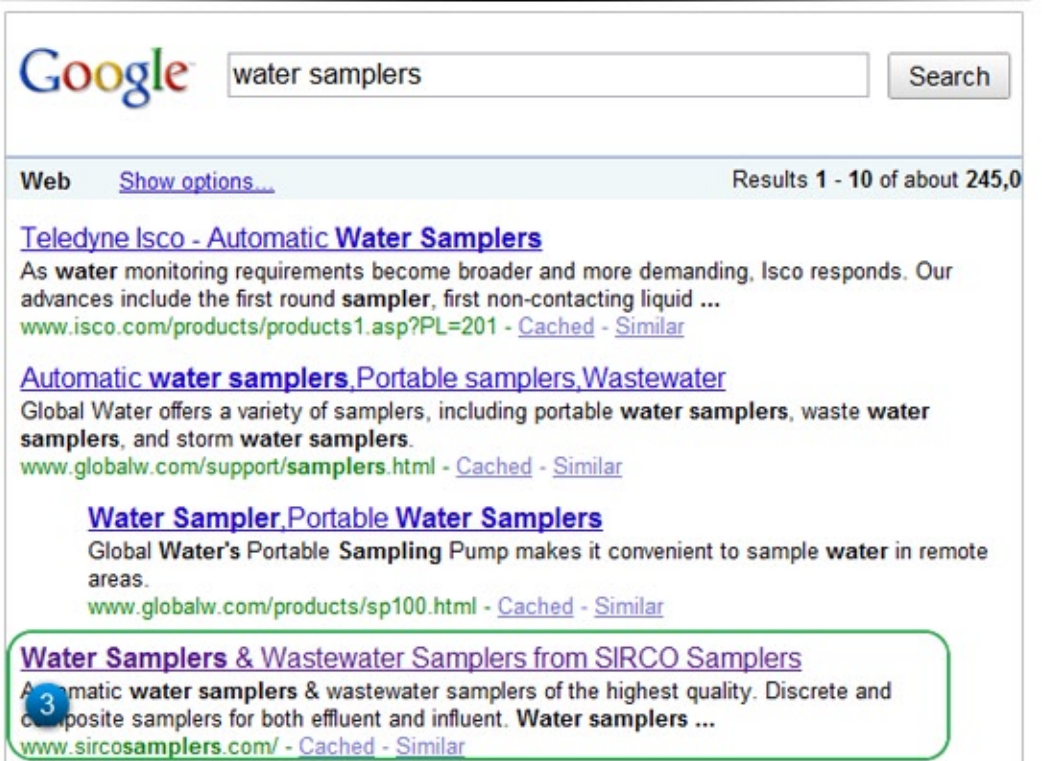
Google outdoor water samplers Search

Web [Show options...](#) Results 1 - 10 of about 565,000 for outdoor water samplers

Water Samplers - Outdoor Automatic Samplers from SIRCO Samplers
1 Outdoor Water Samplers from SIRCO Samplers are top quality Water and Wastewater Sampling Equipment. Purchase water samplers here, at the SIRCO official ...
www.sircosamplers.com/outdoor-water-samplers.cfm - [Cached](#)

SIRCO Samplers - Request a Quote: BVS 4300 Outdoor Stationary ...
Request a Quote: BVS 4300. Outdoor Stationary Water Samplers. outdoor water sampler. BVS 4300. CALL TODAY FOR A FREE QUOTE. TOLL FREE 1-877-984-7788 ...
www.sircosamplers.com/request-4300.cfm - [Cached](#)

[Show more results from www.sircosamplers.com](#)



Google water samplers Search

Web [Show options...](#) Results 1 - 10 of about 245,000 for water samplers

Teledyne Isco - Automatic Water Samplers
As water monitoring requirements become broader and more demanding, Isco responds. Our advances include the first round sampler, first non-contacting liquid ...
www.isco.com/products/products1.asp?PL=201 - [Cached](#) - [Similar](#)

Automatic water samplers, Portable samplers, Wastewater
Global Water offers a variety of samplers, including portable water samplers, waste water samplers, and storm water samplers.
www.globalw.com/support/samplers.html - [Cached](#) - [Similar](#)

Water Sampler, Portable Water Samplers
Global Water's Portable Sampling Pump makes it convenient to sample water in remote areas.
www.globalw.com/products/sp100.html - [Cached](#) - [Similar](#)









Water Samplers & Wastewater Samplers from SIRCO Samplers
3 Automatic water samplers & wastewater samplers of the highest quality. Discrete and composite samplers for both effluent and influent. Water samplers ...
www.sircosamplers.com/ - [Cached](#) - [Similar](#)

In terms of organic traffic, Sirco Samplers' website attracted 33% more targeted traffic from Google and 125% more from Bing:

Our Credentials



Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Nov 1, 2009 - Jan 31, 2010		30.52%
Aug 1, 2009 - Oct 31, 2009		22.83%
% Change	29.91%	33.69%
google (cpc)		
Nov 1, 2009 - Jan 31, 2010		29.31%
Aug 1, 2009 - Oct 31, 2009		46.00%
% Change	-38.08%	-36.28%
(direct) ((none))		
Nov 1, 2009 - Jan 31, 2010		17.03%
Aug 1, 2009 - Oct 31, 2009		14.55%
% Change	13.74%	17.05%
bing (organic)		
Nov 1, 2009 - Jan 31, 2010		6.03%
Aug 1, 2009 - Oct 31, 2009		2.69%
% Change	117.95%	124.29%

At the end of the optimization process, Sirco Samplers got more exposure in the search engines, more visitors to its website and most importantly, they are now noticed by the decision making B2B buyers. Sirco Samplers noticed a distinct increase of more than 50% in online RFPs (request for proposals) and their Internet sales increased accordingly.

Client Testimonial

“We have seen a significant improvement in where our website is ranked for the most important keywords in our industry. We are pleased with the work of Pitstop Media, and recommend them for those who see a value in improving their web traffic.”

Ephie R. - Director of Marketing – Sirco Samplers