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# Multi-lingual Organic SEO Campaign Led to \$10 Million in Targeted Prospective Client Sales for the LA-based Manufacturing Company!



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## The Brief

The client is an ISO 9001:2015 certified company, manufacturer and exporter of metal components including fasteners, electrical components, turned components, meter parts, cable glands, accessories, and custom components based on customer drawings and samples. The headquarter is in LA California; and a manufacturing facility is in India. Not limited to this, the client has an in-house extrusion foundry. They are exporting extrusion products such as extruded rods, bars, hollow rods and profiles, ingots, billets, EDM wires, welding and brazing rods, copper tube, and more nationally and internationally. They have a state-of-art manufacturing unit, R&D facility, quality assurance system and many other capabilities to deliver products based on custom samples and drawings.

They were referred by one of our existing clients. When they started their new manufacturing facility in India, the prime goal was to create brand awareness, international visibility, and generate national and international leads/sales. The biggest risk for them was a huge investment in infrastructure, manpower, and production capabilities. From day one, the client wanted us to make their website ADA accessible as per web content accessibility guidelines 2.1 at the AA level standards.



# Project Details

Please find following details about project type, size, used platform, and what kind of services we have served to them:



## Industry

Metal Components  
Manufacturer and Exporter



## Project Size

Medium



## Services

ADA Compliant Website Design  
and Development

Search Engine Optimization



## Platform

WordPress





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## Challenges

- They did increase their manufacturing in-house capability and wanted to generate targeted sales.
- Better manage multi-country inventory management and production schedules which could impact sales and manufacturing cycle.
- Improving efficiency at manufacturing plant.
- Scaling their business.
- International branding and globalization.
- They wanted quick turnaround in respect to their online visibility.
- Finding the right tool to manage sales, track leads, customer details, and more.
- From day one, they wanted to attract and increase qualified sales leads.
- Targeted international customers base was from Australia.



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# The Approach and Solution

In current digital era, several prospective customers are moving online to find their requirements. So, if any manufacturer is looking to connect with new age buyers and getting qualified leads, it is super important to get found at the first page of Google and establish visibility.

To establish our client's online presence; at the initial stage, we have crafted their website with complying Google webmaster guidelines, W3C guidelines, WCAG 2.1 level AA, browser compatibility, and more.

Each manufacturing company is different; so, applying the right mix of best SEO practices had taken some experimentation. For enhancement of their brand, we have listed them among the most reputed business directories and marketplaces where their targeted customer base had been found. For brand consistency, we have helped them with e-brochures, catalogues, flyers, and more as well.

Then we have moved to the on-page optimization, content strategy, and technical search engine optimization. The website speed, mobile optimization, and user experience have also been considered. For the initial few months, to avoid any glitches, we have kept a regular check on website performance and attended an ongoing website audit on targeted keywords and number of targeted leads they get from their website.

To seize international customers, we had created several multilingual micro websites targeting Australia.

To help them in managing and tracking websites leads, customer details, and conversion, we did develop a customized CRM (Customer Relationship Management) application based on their requirements.



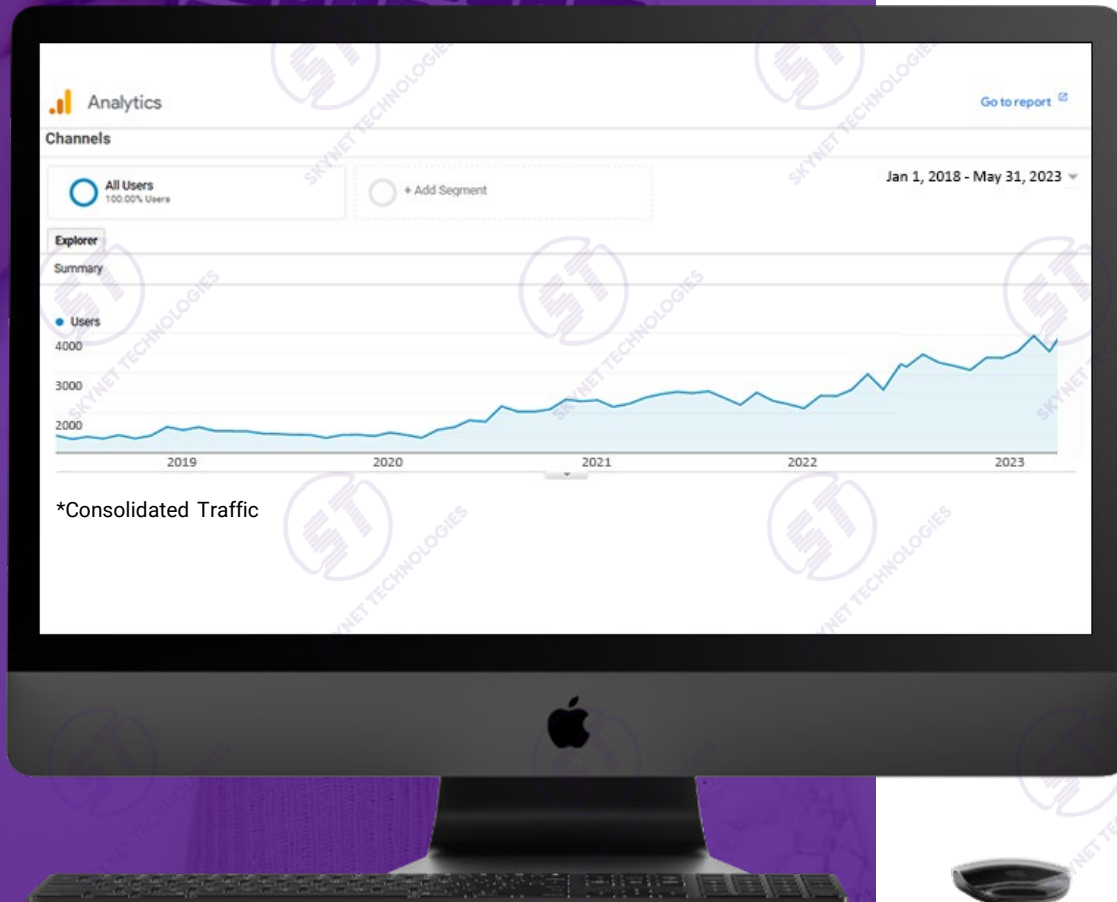
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# The Analysis

With the goal of long-term growth in mind, we have used following SEO tools to get accurate data and insights.





## Result



**80%**

Increase in  
organic traffic



**500+**

Prospects leads from  
targeted countries



**10+**

Million prospective  
client sales

The digital growth strategy for the metal components manufacturing company worked well, and the numbers say it all. The organic traffic had increased by 80%. The Google SERP (Search Engine Results Page) ranking, and visibility increment on international locations, hence global traffic had boosted up. With the successful implementation of multi-lingual organic SEO, they led to \$10 million in targeted prospective client sales.

Want to expand the reach of your manufacturing business across the globe? SEO changes fast; it comes with new challenges from algorithm changes to voice impacts as well. ***We have 21 years of expertise in manufacturing industries' organic SEO.*** We provide comprehensive [SEO services](#) with a well-established approach and ever evolved with the improvements over time!







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Thanks for Your Time. Any Questions? You can connect with us at:



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