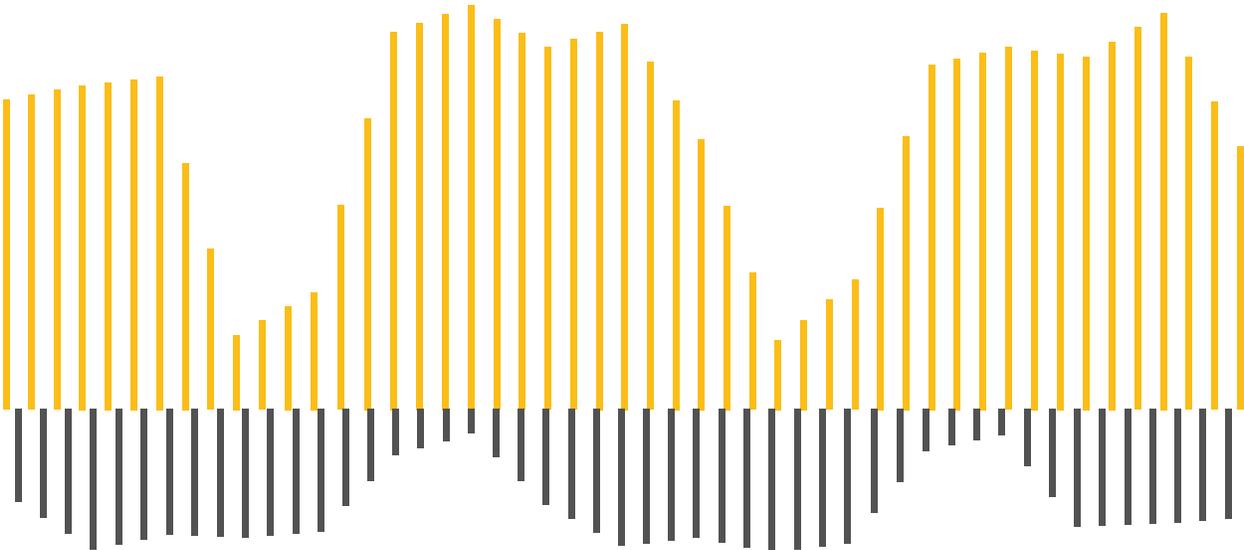


# IMADA CASE STUDY

Data-driven SEO and SEM Strategy Key to Imada's Brand Awareness Success



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**Believing That Famous Brands  
Begin as Favorite Brands**

# Introduction

**Imada uniquely produces durable and precise force and torque measurement instruments for a variety of industries from aerospace to automotive.**

Facing an established competition vying for in-demand targeted keywords and a low presence in search results, Imada turned to RLC Media for SEO ranking optimizations and a new SEM strategy. RLC Media's customized campaigns built a robust backlink inventory to drive organic searches and focused on Imada's most relevant keywords to improve page rankings. An optimized AdWords strategy also drove an 82% increase in total conversions for the site in the first month of management while decreasing total ad spend by 58.31%.

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82%↑

TOTAL  
CONVERSIONS

58%↓

TOTAL  
SPENT

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The Numbers

89%↑

TOTAL  
SESSION  
DURATION

# Preparing to make the most of marketing spend

Imada required a more solid attribution strategy: knowing the cost to acquire customers, targeting where conversions were occurring, and economically focusing on the most important keywords for an industrially-minded audience. RLC Media initially tracked the performance of optimizations such as purchases, quote requests, calls, emails, dimension button clicks, and video metrics for the site in order to establish the source of consumer behavior. Analytics revealed that investing in Adwords campaigns could effectively decrease cost per click from \$3.62 to \$1.70 in just the first month of acquisition.

To deliver stronger web presence through off-page SEO and data analysis of competitors, RLC Media focused on keywords identified to improve page rankings such as “torque tester,” “wireless torque wrench,” “digital force gauge,” and “torque gauge.” Imada’s page-two and page-three ranking quickly rose to a page-one ranking with continuing upward momentum. Even as competitors’ keyword rankings proved higher on a monthly basis—typically .6 to .8% for traffic and impressions—Imada still consistently outranked month-over-month by over 8%.



**Imada still consistently outranked  
month-over-month by over 8%**

Photo by Dmitri Popov on Unsplash

# Implementing, Executing and Troubleshooting Solutions



RLC Media restructured Adwords campaigns, ran tests on advertising messages, optimized bid management, filtered out irrelevant traffic, and more.

## ADDITIONALLY RLC MEDIA:

Analyzed Google Analytics data to improve audience engagement in paid traffic through search engines.

Geographically targeted a 25-mile radius around Northbrook, Illinois with higher bids and accurately placed ads set in high-volume and high-conversion related areas nationwide.

Performed A/B testing throughout the campaign life for best performing landing page experience and ad copy.

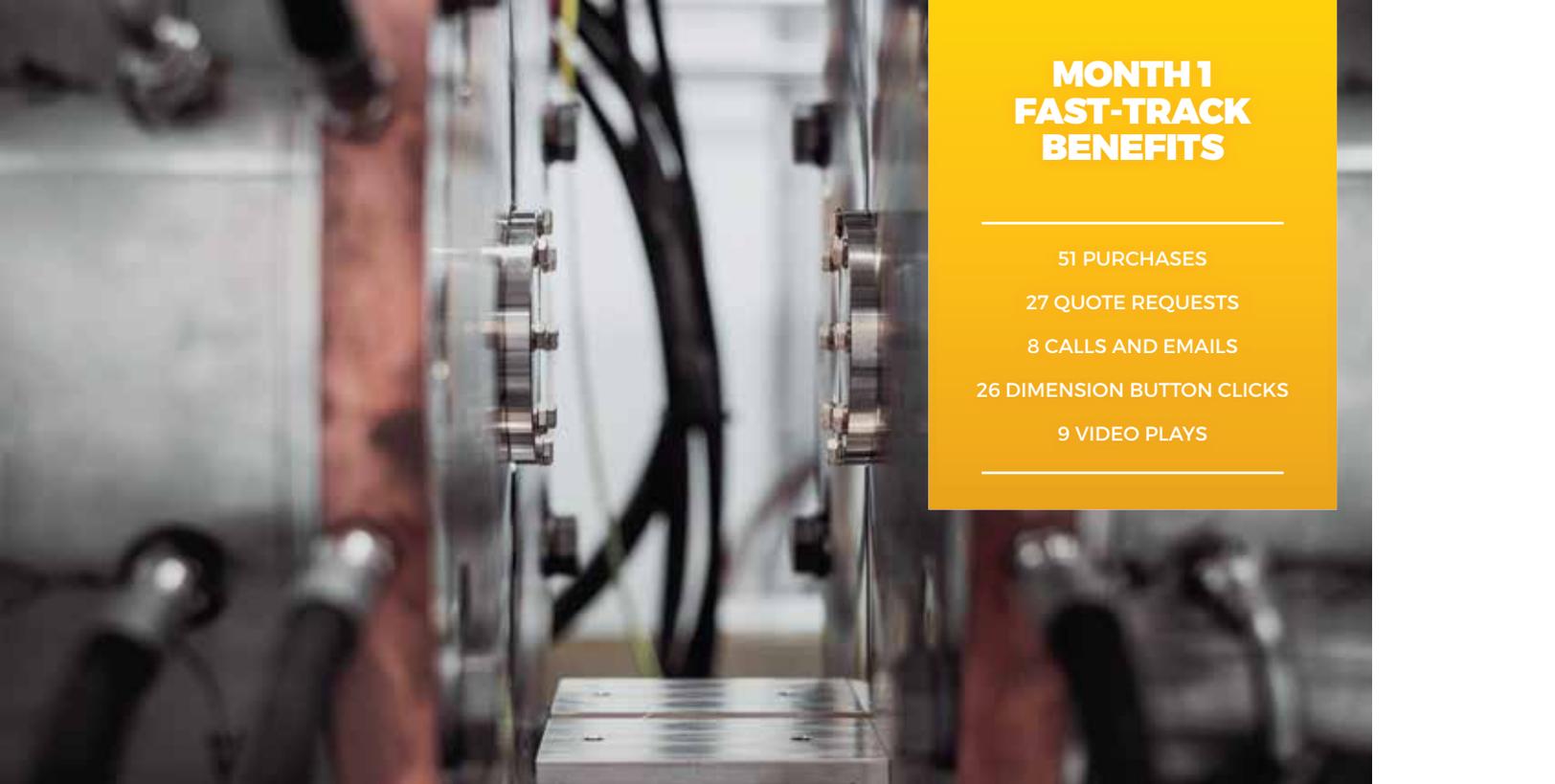
Placed retargeting pixels on the Imada site to re-engage visitors on social media sites such as LinkedIn, Twitter, and the Google Display Network.

Due to the highly competitive nature of precision instruments, force gauge, digital torque wrench, and similar instrument related keywords, adjustments and refinements were made when Imada ads were shown on an hourly basis throughout the day.

# Results

Since RLC Media instituted an organic and paid digital strategy, traffic and subsequent conversions have continued to increase. Imada's year-over-year return on investment has surged from an estimated organic traffic of 687 in October 2016 to 1,868 in September 2017 through targeted keywords and on-page optimizations.

User engagement metrics also showed impressive growth year over year between 2016 and 2017 under RLC Media's strategic marketing. Average session duration increased by 89.73% from 1 minute and 29 seconds to 2 minutes and 59 seconds, pages per session increased by 58.02% from an average of 2.43 pages to 3.84 pages, and the bounce rate decreased from 59.79% to 37.7%. Based on the success of RLC Media's streamlined campaigns and effective SEO, Imada was able to decrease its advertising budget year-over-year without compromising results.



## MONTH 1 FAST-TRACK BENEFITS

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51 PURCHASES

27 QUOTE REQUESTS

8 CALLS AND EMAILS

26 DIMENSION BUTTON CLICKS

9 VIDEO PLAYS

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## **ABOUT IMADA, INC.**

**IMADA, Incorporated**  
3100 Dundee Rd., Suite 707,  
Northbrook, IL 60062

Located in northern Illinois, Imada provides durable, accurate and precise strength, hardness torque and force measurement instruments and related force measurement type equipment to a variety of industries— aerospace, automotive, electronics, food and beverage, packaging, and construction. With an ISO 9001 quality assurance program and ISO/IEC 17025 Testing and Calibration Laboratory accreditation, Imada is committed to quality but easy-to-use instruments. In addition to providing high-quality instruments at affordable prices, Imada offers a knowledgeable engineering staff for technical support and fast calibration and repair with 24-hour emergency service.

# **RLC** MEDIA

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