

# SEO 1A

*Expert SEO for Manufacturing*

## **B2B Search Engine Optimization (SEO) for Manufacturing Since 1999**

**“The world's information gathering process happens through search. SEO 1A helps B2B companies get to the top of the search results, in front of the right people, at the right moment.” - Roland Girouard, Director**

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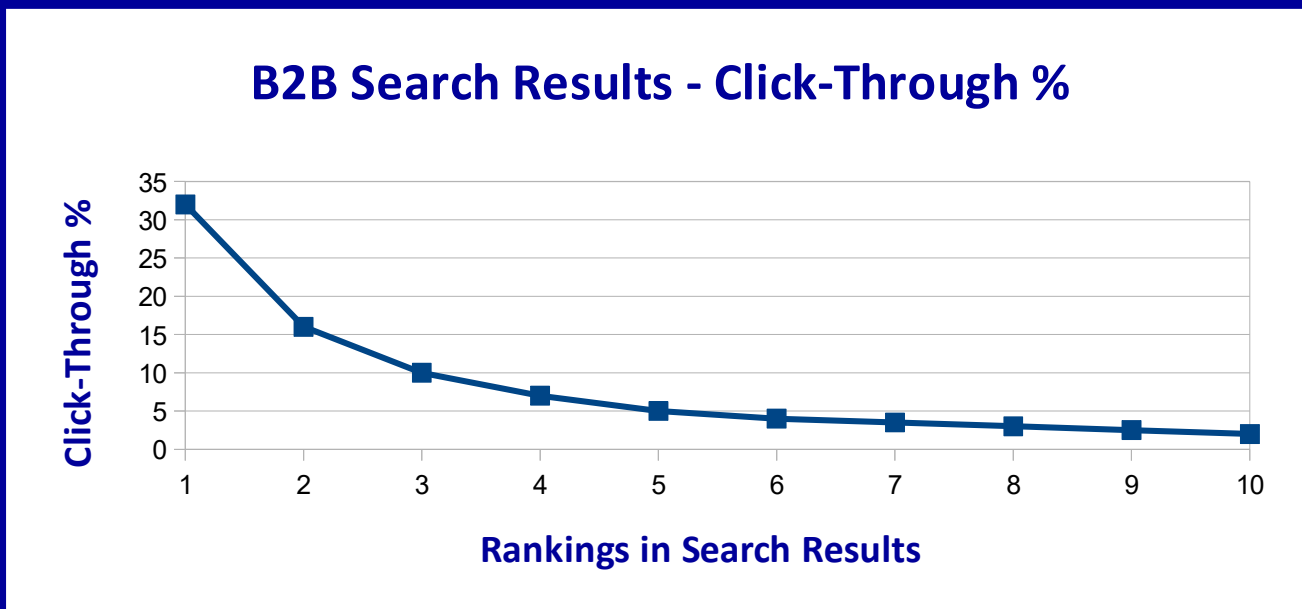
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# I. Introduction

## **IMPORTANCE OF TOP RANKINGS IN B2B SEARCH**

*MORE OPPORTUNITY to showcase your value proposition to prospects*



### **Example** of Top Rankings = More Traffic

		32% ClickThrough Rate	10% CTR	5% CTR	2% CTR
Keyword Phrase	# Annual Searches	#1 Rankings # Visitors	#3 Rankings # Visitors	#5 Rankings # Visitors	#10 Rankings #Visitors
Pick and place	9200	2944	920	460	184
Pick and place machine	9000	2880	900	450	180
Chip Shooter	1800	576	180	90	36
Pick & place machine	1620	518.4	162	81	32.4
Pick and place equipment	1500	480	150	75	30
smt placement	660	211.2	66	33	13.2
Pick & place system	336	107.52	33	16.5	6.72
Pick & place equipment	200	64	20	10	4
Placement equipment	160	51.2	16	8	3.2
smt pick & place	120	38.4	12	6	2.4
Totals	24596	7870.72	2459	1229.5	491.92

**Summary:** #1 rankings for these few phrases = almost 8,000 visits to your website vs. #10 ranking = less than 500 visitors.

**1-2% OF B2B VISITS FROM SEARCH SHOULD RESULT IN A CONTACT ABOUT NEW BUSINESS!**

## II. Services

### ○ STRATEGY

**SEO strategy road-map that compliments your business goals.**

### ○ PLANNING

- **SEO execution plans that create ongoing improvement to your end results – sales.**

### ○ EXECUTION

- **Strategy & planning meetings to support your business goals and offline sales activities.**
- **Ongoing improvement to your results in search engines with these goals:**
  - **Increase the amount & quality of incoming sales inquiries for your company, and/or your sales representatives. Support your offline sales activities.**
  - **Comprehensive competitor monitoring, reporting & analysis**

## **III. About SEO 1A**

- **INTERNATIONAL SEO EXPERTISE**

Our 'secret sauce' for B2B manufacturing has been proven since 1999 and has no borders.

- **LONG TERM RESULTS**

Verifiable SEO results that aren't temporary. Top rankings for B2B companies for over 20 years.

- **HISTORY**

SEO expertise since 1996, 'before Google'.

100,000+ top 10 rankings in search engines

20+ Years of Electronics Manufacturing Marketing

- **THEORY**

Your Business Goals are the SEO goals.

Online & Offline activities must work in synergy.

Search is the #1 B2B info gathering paradigm.

## **IV. Case Studies**

- **SMTnet, Electronics Assembly B2BMarketing**  
500,000+ Organic Search Traffic Visitors per year  
Value of Organic Traffic in PPC: \$800,000/year  
35% North American Visitors  
40% Asian Visitors  
20% European Visitors  
Over 15,000 company registrations
- **Heller Industries Inc., Industry Leading OEM of Reflow Soldering and Semiconductor Curing Equipment.**  
Top Search Rankings in English, Korean, Chinese  
20x Leads Per Year  
Quality of Leads Improvement
- **GPD Global Inc., Manufacturer of Precision Fluid Dispense Systems & Lead Formers. English, USA.**  
10x Leads Per Year  
Quality of Leads Improvement

**More details about these case studies are available upon request.**

## V. References & Contact Info

- **References**

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