

# SEO Success Story: Crowd Control Products Retailer

A Case Study by Incrementors Web Solutions

Transforming Organic Search Performance for a Leading Crowd Control Products Company



**50%**

Increase in Organic  
Traffic



**29 → 55**

Domain Authority  
Growth



**96%**

Decrease in Bounce  
Rate



**7%**

Increase in Conversion  
Rate

# Executive Summary

## Client Overview

- ✓ North American **crowd control products retailer**
- ✓ Products: traffic cones, barriers, stanchions
- ✓ Team: 11-50 employees in Chicago, Illinois

## Challenge

- ! Strong **paid traffic** but limited **organic traffic**
- ! Content creation capabilities but lacked SEO expertise

## Solution Approach

- ↗ **Keyword targeting** with 1-2 dozen strategic terms
- 🔗 **Guest posting** and **backlinking** strategies
- 📊 Technical SEO implementation and monitoring



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# Client Profile

## Company Overview

-  Crowd Control Products Retailer based in Chicago, Illinois
-  Market reach across **North America**
-  Team size: **11-50 employees**
-  Handles **design and content management** while participating in SEO department

## Product Portfolio



### Traffic Cones

Construction & road safety



### Belt Barriers

Retractable crowd control



### Stanchions

Queue management systems



### Site Equipment

Construction & event essentials



**2020**

Project Start

**Ongoing**

Project Status



## Client Rating



Overall Score: **5.0/5.0**



Would Refer: **Yes**

# The Challenge

## ! Key Challenges



### Traffic Imbalance

Strong **paid traffic** but limited **organic traffic**



### Content Creation Gap

In-house content capabilities but **lacking SEO expertise**



### Implementation Difficulty

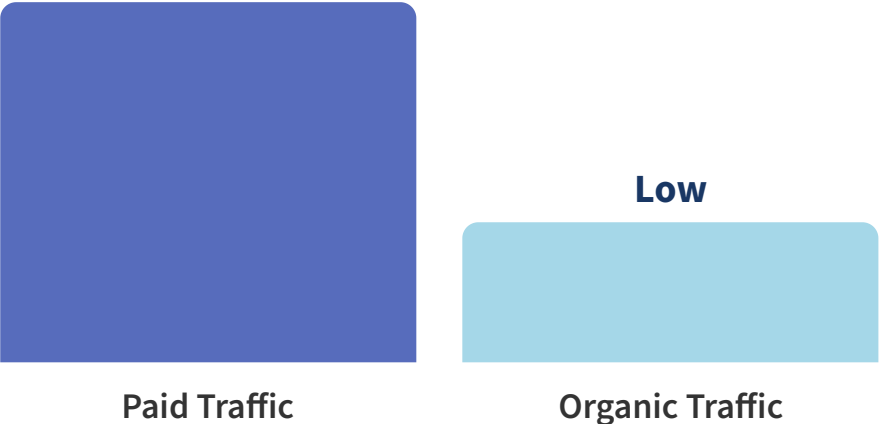
Struggled to **utilize SEO strategies** after content creation



### Primary Goal

Increase **organic search traffic** to complement existing paid traffic efforts

Traffic Sources Comparison



# The Solution

## 🔑 SEO Strategies



### Keyword Targeting

Strategic selection of 1-2 dozen high-value keywords



### Guest Posting

Placing client content on relevant industry websites



### Backlinking

Building quality links to increase domain authority



### Technical SEO

Optimizing site structure and performance



### Collaborative Approach

- ✓ Client provides **quality content** based on their expertise
- ✓ Incrementors handles **SEO implementation** and technical aspects
- ✓ Regular **monitoring** of Ahrefs rankings and analytics

### Expected Outcomes



Organic Traffic



Domain Authority



Bounce Rate



Conversion Rate



### Implementation Workflow

1

Client provides content copy

2

Incrementors finds guest posts & backlinks

3

Monitor rankings & analyze results



# Implementation

## Execution Process

1

### SEO Incentive Plan

Targeting **1-2 dozen keywords** with strategic focus

2

### Content Collaboration

Client provides **copy**, Incrementors finds **guest posts** and **backlinks**

3

### Performance Monitoring

Continuous tracking of **Ahrefs rankings** and website analytics



## Reporting & Communication

- ✓ **Weekly reports** with customized metrics
- ✓ **Weekly stand-up meetings** via Google Hangouts
- ✓ **Ongoing communication** through Slack



## Key Performance Metrics



Organic Traffic Growth



Domain Authority



Bounce Rate Reduction



Conversion Rate



## Keyword Targeting Strategy

12

Keywords

24

Keywords

# Results & Impact

 Organic Traffic

50%

Increase in organic search traffic



 Domain Authority

29 → 55

Significant growth in domain authority




 Bounce Rate

96%

Decrease in bounce rate



 Conversion Rate

7%

Increase in conversion rate



## Overall Impact

The SEO strategies implemented by Incrementors Web Solutions resulted in **dramatic improvements** across all key performance metrics, establishing the client as a more **competitive presence** in the crowd control products market.

”

Everything has improved. Our bounce rate has decreased, our conversion rate has increased, and our organic traffic has grown significantly.

— Content Manager, Client

# Client Feedback

” *They are always willing to collaborate with us on anything we want to know or learn.*

— Content Manager, Crowd Control Products Retailer



## ★ Client Rating

5.0 ★ ★ ★ ★ ★

Quality 5.0 ★ ★ ★ ★ ★

Schedule 5.0 ★ ★ ★ ★ ★

Cost 5.0 ★ ★ ★ ★ ★

Would Refer 5.0 ★ ★ ★ ★ ★

## 👍 Additional Feedback

- ✓ Ability to **customize services** to client requirements
- ✓ **Weekly reports** with customizable metrics
- ✓ **Responsive and collaborative** team approach
- ✓ Regular **education** on SEO strategies and implementation

Project Start

**Mar 2020**

Project Status

**Ongoing**



# Project Management

## Communication Approach



### Weekly Stand-up Meetings

Regular **Google Hangouts** sessions to review progress and discuss strategy



### Ongoing Communication

Continuous dialogue via **Slack** throughout the week



### Reporting Structure

 **Weekly reports** with customizable metrics

 **Performance tracking** of key SEO indicators

 **Transparent insights** into strategy implementation



## Management Process



Weekly Planning






Implementation



Performance  
Review

## Collaborative Approach

-  **Client involvement** in strategic decisions
-  **Educational support** to enhance client understanding
-  **Responsive team** addressing client needs promptly

”

*They make sure that we're not in the dark. They always give us a close look at what the effects of the strategies are on our website.*

— Content Manager, Client

# Recommendations

## Advice for Potential Clients



### Weekly Connection

Maintain **regular weekly meetings** with Incrementors for optimal strategy alignment and results



### Content Flow

Provide a **steady stream of quality content** to maximize SEO effectiveness



## Achievable Results

**50%↑**

Organic Traffic

**29 → 55**

Domain Authority

**96%↓**

Bounce Rate

**7%↑**

Conversion Rate

## Ready to Transform Your SEO?

Partner with Incrementors to achieve similar results for your business

[Get Started Today](#)



## About Incrementors Web Solutions

- ✓ Expert SEO services tailored to your business needs
- ✓ Collaborative approach with transparent reporting
- ✓ Proven track record of delivering measurable results
- ✓ Visit us at [www.incrementors.com](http://www.incrementors.com)