

LEADS UP 189%

ABOUT GO FAN YOURSELF

Go Fan Yourself is an innovative manufacturer of industrial fans that, in the firm’s own words, “blow our clients’ minds.” With a focus on quality, consultative selling and complete customer service, Go Fan Yourself has become a leader in the HVLS fan industry.

STRATEGY

On-site, Straight North’s main objective was to create new pages to support strategically critical keywords, as well as make technical and content-related changes to the website to boost its organic visibility.

Off-site, the focus was centered on link building through the publication of content assets and business profile inclusions marketed to highly relevant customer segments.

KEY TACTICS

- Created new site pages for high-volume, highly relevant keywords.
- Improved website’s internal linking system to improve SEO and user experience.
- Conducted competitive analysis to identify content requirements for website pages dedicated to a new product launch.

RESULTS

189%

Lead generation increased 189 percent since the campaign launched.

79%

Traffic has increased 79 percent since the campaign launched.

AMAZING FACT

KEYWORDS ARE JUST THE BEGINNING

Given the huge increases in traffic and lead generation, this campaign demonstrates how powerful an on-site SEO campaign is when it goes deeper than keywords.



“Straight North has been a terrific partner for us. Since they began our SEO campaign, the number of solid sales leads has steadily increased.”

Nikki Heinkel, Marketing Manager
GO FAN YOURSELF



STRAIGHTNORTH
Make every click count.®