



National communication solutions provider found their branch locations were invisible in search



Business Overview

With over 35 years experience and over 100 Highly-Knowledgeable and Exceptionally Experienced professionals, BearCom delivers innovative equipment, applications and solutions to enhance communication via wireless voice and data integrated two-way radio systems. BearCom offers bidirectional amplifiers to enable communications between first responders, agencies, construction firms and manufacturing plants. BearCom offers sales, rentals and service throughout the US and Canada.

Objective

- Increase Digital Presence
- Grow qualified traffic to the website
- Generate Qualified Leads in Local Location

Obstacles

- Rapid Growth
- Lack of local strategy
- Invisible to local markets

What were the KPI's

KPI	Annual Goal	YTD Actuals	YTD Achievement
Goal Completions	18,298	23,404	+ 27%
Search Traffic	2018	121,876	Jan-Aug 2019

Solutions

1. Create unique content for each location page
2. Established key search phrases
3. Update & Optimize Google My Business Pages
4. Product Page links for rentals and services

Tactics

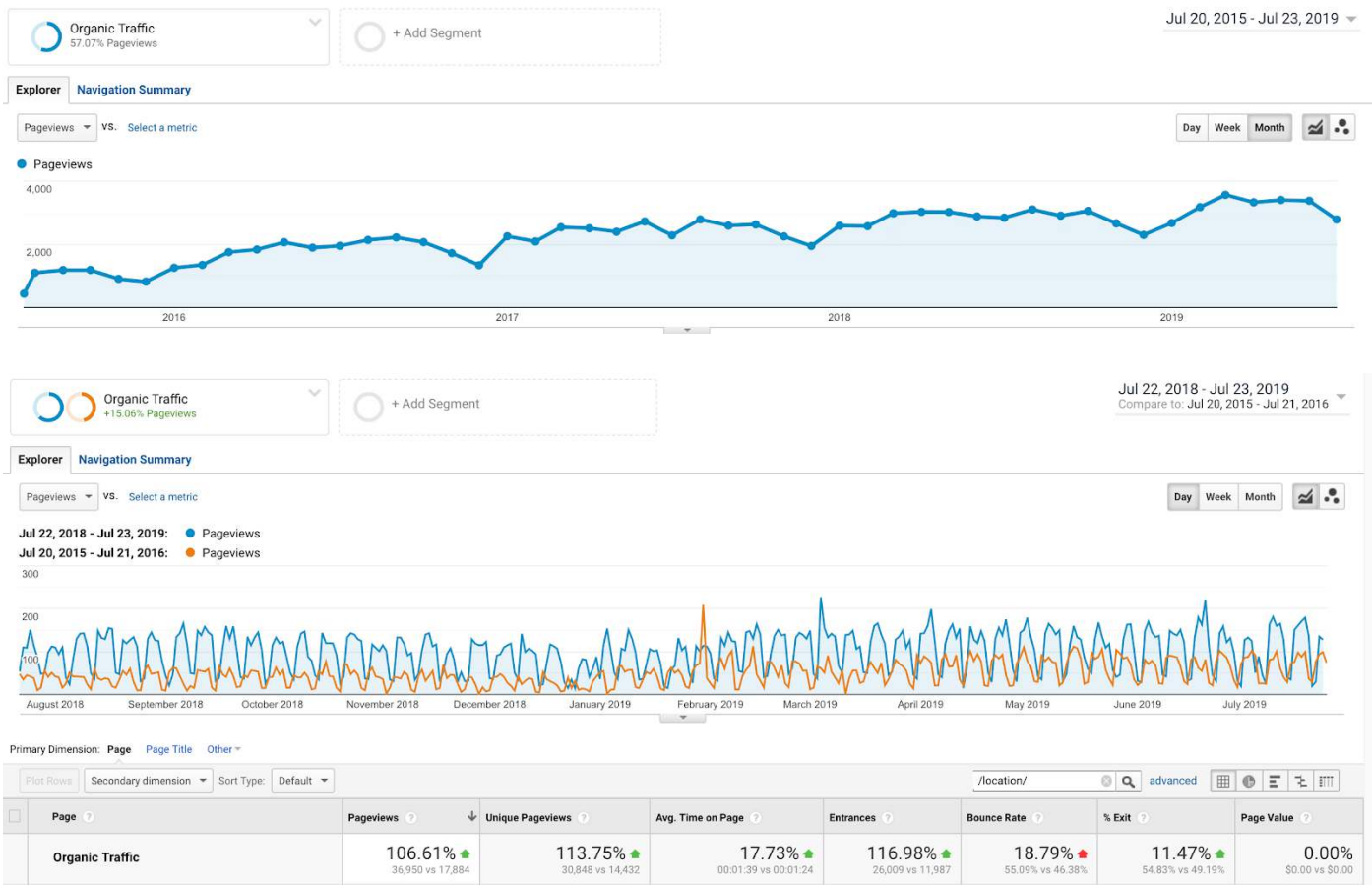
1. Content marketing (white papers, social content)
2. Search Engine Optimization of website for targeted key phrases
3. Paid Search Campaign for most relevant search terms in the industry
4. IP Targeting relevant industries with branded display ads

We worked with BearCom to optimize the local pages. This included creating unique content for each location page, replacing the previous templated content. We also updated all meta data to include the location and wove essential key phrases into both the meta data as well as the location page content. We identified the highest domain authority local directories in each branch's market and submitted updated citations as well as keyword rich descriptions for each. Finally, we ensured each location had an updated Google My Business page, claiming and verifying each, and ensuring each page was optimized to Google's best practices.

A central location directory page was added to the BearCom main website with links to each individual page. Internal links to product pages as well as rental and services were included to improve the user experience.

What were the results

Organic pageviews to the location pages have grown by over 100% the past 3 years. Additionally this traffic continues to grow each month, year over year.



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