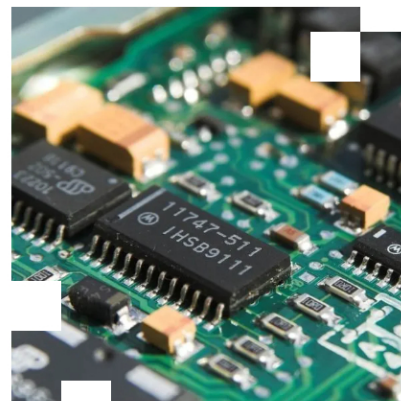


Case Study

Westward Sales

Westward Sales is a B2B eCommerce company specializing in industrial network electronics and devices. They stand out in the B2B electronics sector by offering comprehensive technology solutions and support to their clients.

While they have garnered popularity among referral customers, they faced challenges in identifying new audiences for their online store. Despite being a steadily growing company, they lacked a well-defined SEO strategy.



+ 59.4%

Organic Traffic

+ 79%

Online Sales

About the Company

The Challenge

In a highly competitive marketplace, the company faced challenges in attracting B2B buyers to their online store. Despite experiencing steady growth, they lacked a well-defined SEO strategy.

Their website was characterized by an inadequate structure and insufficient, relevant content on its category and product pages. While they enjoyed popularity among referral clients and industry connections, they were not effectively reaching new audiences through search engines.

As a result, Westward Sales was overlooking numerous opportunities for expansion.



Customer Testimonial

"Our eCommerce sales grew 80% in twelve months after hiring Clica. They are a significant contributor to our sales growth, and we highly recommend them."

Kelvin Aist, Owner and President at Westward Sales

The Strategy

The Strategy

Our strategy began with the development of blog content and basic page optimizations. This approach evolved into a comprehensive SEO campaign that incorporated technical enhancements to their website for improved efficiency and speed as well as a monthly email marketing campaign.

To meet the client's goals, we aimed to increase sales and establish them as the foremost redistributor of Cradlepoint products. They sought a 25% growth in eCommerce and expressed a desire to enhance direct customer engagement. We leveraged their momentum to not only achieve their goals but to exceed them.

Key Action Items

Our team conducted thorough research and compiled a range of analysis reports, including a competitive analysis and a keyword gap analysis, to develop an effective strategy. Our objective is to enhance product sales by curating a list of relevant topics and keywords, accompanied by detailed content briefs.

Furthermore, by implementing a regular newsletter campaign that showcases their products, we aim to expand their reach and drive sales growth.

The Results

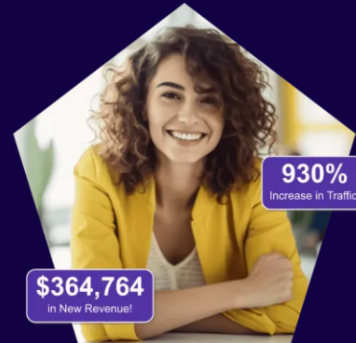
By developing and implementing both short-term and long-term SEO strategies in conjunction with effective content marketing, Westward Sales achieved a 59.4% increase in organic website traffic and a 32.2% improvement in organic keyword rankings.

Their newsletter campaign experienced a 138% rise in open rates and a 22% increase in clicks, collectively contributing to a sales growth of 79.7%. Westward Sales continues to nearly double in size each year by enabling Clicta Digital to focus on their SEO and content strategies while they consistently expand their business and product offerings.

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- Digital PR
- eCommerce Marketing
- Influencer Marketing
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- Search Engine Optimization
- Social Media Advertising
- Social Media Marketing
- Website Design

RESOURCES

- Business Resource Center
- Content Marketing Funnel
- The Digital Toolkit
- Digital Marketing Blog
- FREE Marketing Calendar
- Lead Generation Guide
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