

Southern Tank

Midwest manufacturer of steel tanks for a variety of industries including aviation, chemical, fuel storage, and water storage.

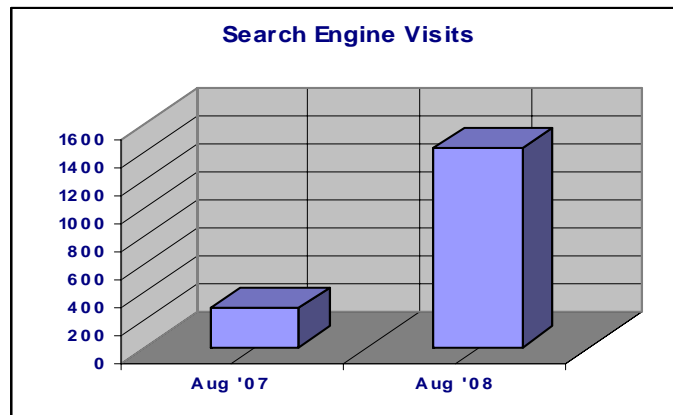
Challenge

Southern Tanks wished to significantly increase the number of visitors to its website with the ultimate goal of generating business from companies outside their traditionally regional market.

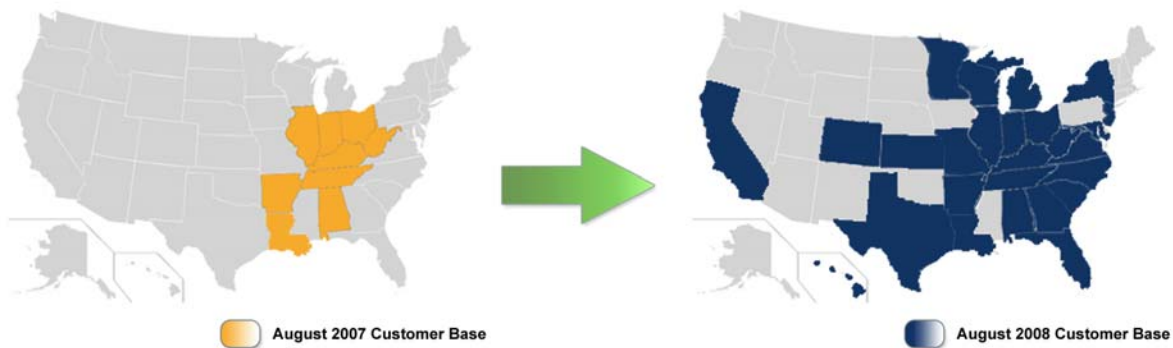
Solution

When Upright first met with Southern Tank, they were getting about 250 visitors per month from the search engines, and most of these were searching by the company name. Upright implemented an extremely successful search marketing program that included the following tactics:

- Designed a new website that highlighted their key products and offered opportunities for visitors to easily make contact with the company to inquire about pricing, specifications and capabilities.
- Optimization of the web site, including removing structural barriers that kept the top search engines from indexing the site, and altering the site's architecture, code and content to include all elements necessary to convince the search engines that the site was worthy of high rankings.



Results



In the first year after launch of the optimized website, Southern Tank has experienced:

- A 409% increase in the number of search engine visitors coming to the website per month. This translates into almost 14,000 more visitors per year with only 3% of these visitors searching by the company name...meaning more new prospects searching for the products they offer.
- An increase in the overall number of states into which Southern Tank sold and shipped product. In August of 2007, Southern Tank had customers in 9 states, primarily in the Midwest and south. In August of 2008, they had customers in a total of 28 states including California and Hawaii. Just 23 more to go!