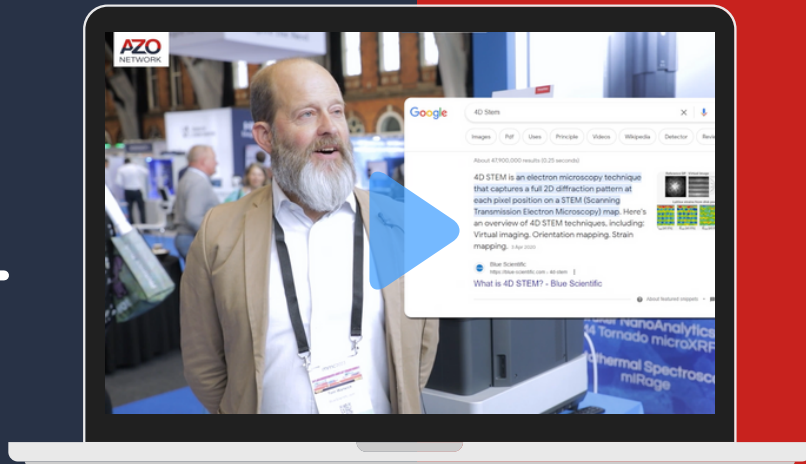


Case Study

Blue Scientific is a provider of top-tier scientific tools for R&D looking into amplifying its organic presence in the UK, Ireland and the Nordic region with SEO and Google Ads.



The Challenge

Blue Scientific specializes in material analysis equipment. Their main sector focus is on academia and industry in research and development areas.

Their main Marketing challenge is brand awareness, as their strategy varies depending on who their target is. Academia is generally easier to reach directly than industry professionals. Blue Scientific was looking to increase their organic presence in their target countries.

The Results

Through the adoption of a keyword-centric blogging approach, Blue Scientific has seen a consistent annual growth of 27% in organic visitors, primarily comprising new users. Complementing the user growth, we have also seen an uptick of 29% in sessions, coupled with a 10% increase in session duration., highlighting the traffic quality.

An additional Google Ads strategy has been recently implemented, centering on driving form completions within specific target countries.

The provision of monthly performance reports, in conjunction with access to AZoIntel, has furnished the marketing team at Blue Scientific with a valuable resource for dissecting outcomes and substantiating return on investment (ROI).

The Solution

With a focus on brand awareness, the SEO team and Blue Scientific created a keyword strategy implemented through content creation, ensuring their potential customers are able to find them.

After the first round of SEO work, a new Google Ads strategy was then implemented to maximize the performance, gain a wider reach, and further attract their target audience.

“

It's been a great journey with the AZoTeam. I know you're a large organization with many people, but we feel AZoNetwork is a custom part of our team. We get monthly reports that we find terribly helpful. ”

Tom Warwick
Director, Blue Scientific



27%
YoY organic user growth



25%
increase in new users



59%
click growth in Google Ads