

Case Study

Vision Analytical Inc. is a manufacturer of particle size, shape and concentration analyzers serving the pharmaceutical, metal & mining, cosmetics and military industries.



The Challenge

Vision Analytical has been working with AZoNetwork since 2018, with a core content creation and distribution marketing strategy focused on lead generation and brand awareness.

Two years ago, Vision Analytical identified the need to improve their SEO presence in the market. AZoNetwork supplemented their content marketing campaign with Search Engine Optimization.

The Results

Within two years, the company's online visibility increased by 45%. Previously absent from crucial keyword searches, they began consistently appearing in relevant search engine results.

The collaboration's success was driven by AZoNetwork's team of experts, combining scientific knowledge and SEO skills to execute a successful strategy that resulted in a 60% growth in Vision Analytical's content visibility in our network.

Vision Analytical underscores the importance of specialized expertise and collaboration in overcoming brand awareness and SEO challenges. By partnering with AZoNetwork and leveraging their scientific insight, the company achieved remarkable improvements in both brand recognition and search engine visibility.

The Solution

Vision Analytical Inc. partnered with AZoNetwork and implemented a comprehensive strategy focusing on an integrated SEO approach.

The expert team performed a thorough analysis of the company's online presence, optimizing website content, image tags, social profiles, and keywords.

The collaboration involved merging on-page and off-page SEO techniques, combining technical expertise with industry insights.

“

It's really increased my brand awareness over the last few years, like, spectacular. The most important thing I've learned about SEO is that I don't know anything about SEO. You've got to really go to the experts. ”

Peter Bouza

President, Vision Analytical



60%

increase in AZoNetwork content pageviews in 2 years



45%

increase in organic users in the last year



505

leads through the AZoNetwork in a year