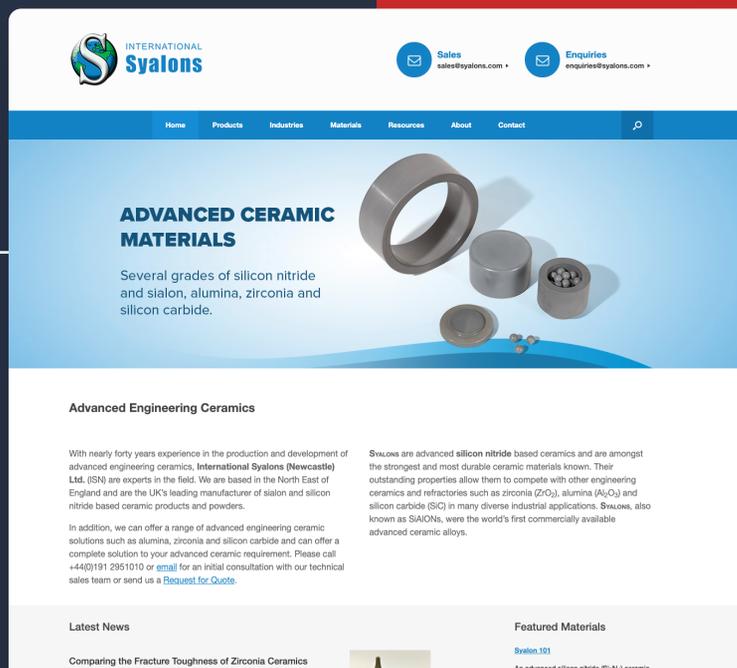


# Case Study

International Syalons is both a manufacturer and supplier of a range of advanced engineering ceramics, including zirconia, alumina, and silicon carbide.



## The Problem

As an SME, International Syalons struggled to find enough time to dedicate to online marketing, especially with the continual evolution of SEO algorithms. They needed a solution that would reduce the workload but maximize the ROI for their marketing budget.

## Results

Since the launch, the website has seen an increase in web traffic of nearly 80% and a 65% increase in organic traffic. Now, 64% of all traffic to the website originates from organic sources. This was achieved in part by establishing well-optimized SEO blog posts generated by the AZoNetwork content creation team. Also, the AZoIntel platform helped provide valuable data and information about potential leads and inquiries in an easy-to-use format, as well as the success of all elements of the campaign.

 **80%**  
increase in web traffic

 **65%**  
increase in organic traffic

 **64%**  
of traffic is now organic

## The Solution

AZoNetwork provided International Syalons with a complete marketing package designed to save valuable time.

The campaign consisted of targeted emails, content creation, newsletter sponsorships, and hosting of product profile pages and articles on [www.azom.com](http://www.azom.com). Also, International Syalons took advantage of AZoNetwork's website design and SEO services.

In 2018, AZoNetwork redesigned the company website, dramatically modernizing and optimizing it for SEO and much more engaging user experience.

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**“The team at AZoNetwork are a pleasure to work with; their genuine, honest advice and expertise in online marketing and SEO allows us here at International Syalons to function without the need for a permanent marketing department.**

**We cannot recommend AZoNetwork enough; the speed at which they can create well-written and accurate content for potential customers at all stages of the buying progress is outstanding. But it is the friendly guidance and assistance that they offer, which sets them apart and gives us confidence in their services.”**