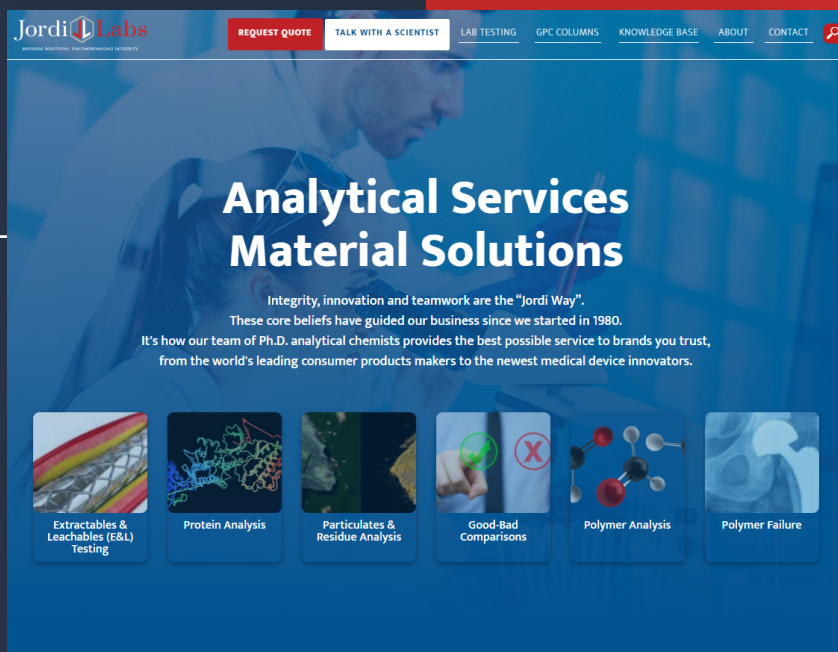


Case Study

Jordi Labs was founded in 1980 on the core principles of integrity, excellence, and innovation. In their forty-year history, they have helped clients across the world overcome unique analytical chemistry challenges by offering solutions for customers in any industry.



The Problem

Jordi Labs had been trying SEO for a while with very limited success. They knew the importance of getting it right but didn't really know where to go or what to do. They had been working with AZoNetwork on a content marketing program on AZoM.com and decided to extend the relationship by working on an SEO campaign.

Results

The campaign has been running for over 18 months and in that time, AZoNetwork has dramatically improved the client's website rankings, organic traffic and enquiries.

In September 2019 alone, Jordi Labs saw a 63% increase in visitor sessions YOY and a 75% increase in new users YOY. In the same period, organic traffic accounted for a 78% increase in number of sales enquiries.



63%
increase in visitor sessions YOY



75%
Increase in new users YOY



78%
increase in enquiries YOY



Organic traffic accounted for a 115% increase YOY in RFQ submissions for the month of September

The Solution

AZoNetwork provided a full keyword research and competitor analysis report. This was the foundations of what would soon become the new on-site SEO strategy. The first step in the process was to fix a number of technical issues including duplicate pages, 404 redirects, broken links and issues within the sitemap.

Whilst these issues were being fixed, AZoNetwork reviewed and edited the on-page content to ensure all the existing content was well optimized. The next step was to start adding to the existing content with a regular flow of engaging, quality and relevant content. This resulted in AZoNetwork producing one new article every two weeks.



"We've been amazed at the quality of the content provided by AZo during their efforts to boost our SEO.

In such a specialized field, this kind of writing usually requires the efforts of PhD level scientists within our organization."

Patrick Burke, Vice President – Jordi labs