

SEM Case Study:

Leading Distributor of Wiring Supplies and Electrical Equipment.

Summary

This highly-specialized distributor of cable ties and HVAC supplies approached SpiderSplat Consulting to ensure that their mission-critical targeted keywords would appear at the very top of all major search results pages. Having achieved this consistently for three years in a row, the client has expanded their relationship to include new and emerging brands within the company's future product plans.

Project Outline

Nelco Products manufactures and distributes the largest selection of cable ties, wire ties, heat shrink tubing, wire connectors, cable tie mounts, wire marking, HVAC supply products and related wiring accessories throughout the world. SpiderSplat developed an online marketing campaign that included consulting, algorithmic search engine optimization and pay-per-click advertising.

Results

The client has enjoyed number one placement for several years for all of their chosen targeted product keywords and brand categories. They have been the undisputed leader in search engine results while working with SpiderSplat.

- Number one position on Google for highly prized set of keywords
- Number one position on Yahoo for critical keywords
- Highly detailed and customized reporting
- Exceeded all traffic objectives on all four company domains