

Penn Tool Co.

A Case Study In SEO



LOGICAL
P O S I T I O N



Founded in 1968, Penn Tool Co. was just a small hardware store on Market Street in Newark, NJ. Since then, the company has grown tremendously into a leading worldwide supplier of precision measuring instruments for the metalworking community. What sets the company apart from their competitors is their commitment to supplying an abundance of advanced, high-quality tools and fast delivery.

GOALS

Penn Tool Co. noticed significant results with Logical Position's pay-per-click (PPC) management services that began in December 2016. Because of these outstanding metrics, Penn Tool Co. approached Logical Position to inquire about additional services to drive even more qualified traffic to their website. Logical Position determined the company would benefit from adding quality, keyword-targeted content to Penn Tool's most important web pages. In July of 2017, Penn Tool Co. hired Logical Position for search engine optimization (SEO) consulting services.

APPROACH

Following a discussion of the client's goals in terms of on-site SEO, Logical Position optimized various category pages with keyword-focused meta data and content. Since Penn Tool Co. is a national retailer, specific, long-tail keywords were chosen to drive targeted traffic.

RESULTS

In June 2017, before starting consulting work, Penn Tool Co. was ranking for 58 keywords in the top three positions. After just four months of continuous consulting work, rankings have significantly improved.

Ranking for
7.7 KW

84 in the top 3 positions

JULY 2016

Ranking for
11.1 KW

131 in the top 3 positions

NOVEMBER 2017

7th position

milling machine



14,800 searches per month

11th position

measuring tools



5,400 searches per month

**AS OF NOVEMBER 2017, PENN TOOL CO. RANKS FOR OVER
131 KEYWORDS IN THE TOP THREE POSITIONS.**

RESULTS CONTINUED

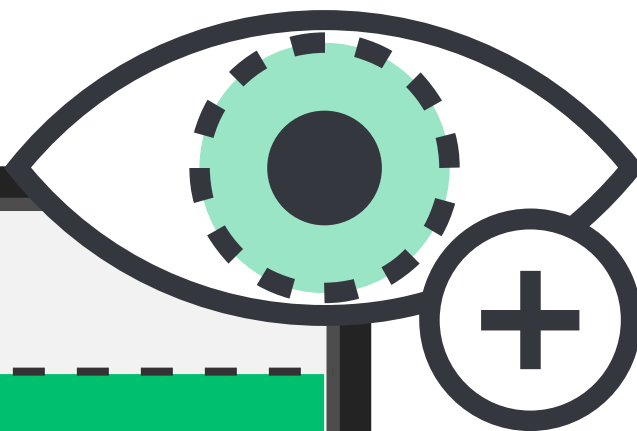
ORGANIC SEARCH TRAFFIC INCREASE:

JULY 2016 - NOVEMBER 2016 = **42,547 SESSIONS**

JULY 2017 - NOVEMBER 2017 = **74,682 SESSIONS**

76%

Increase in
organic search
traffic

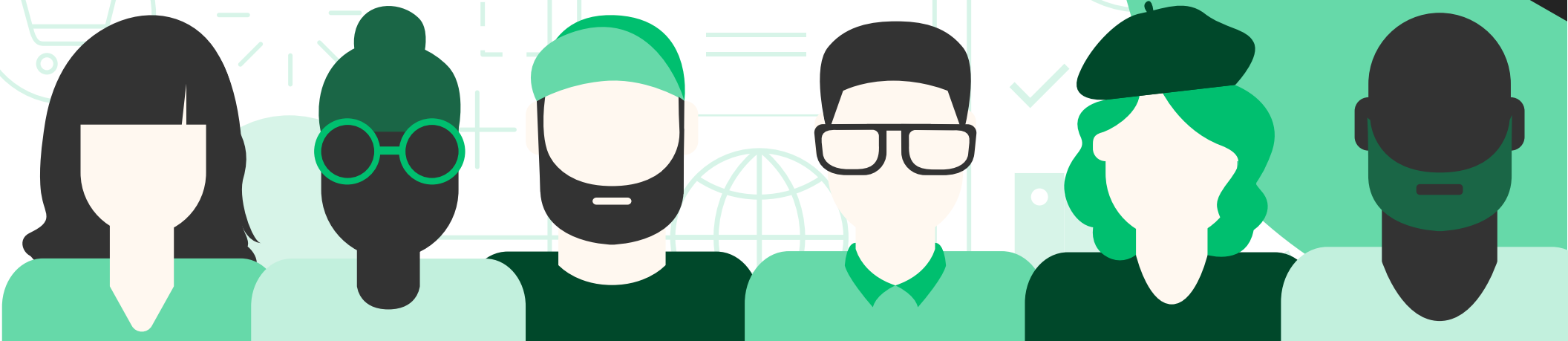
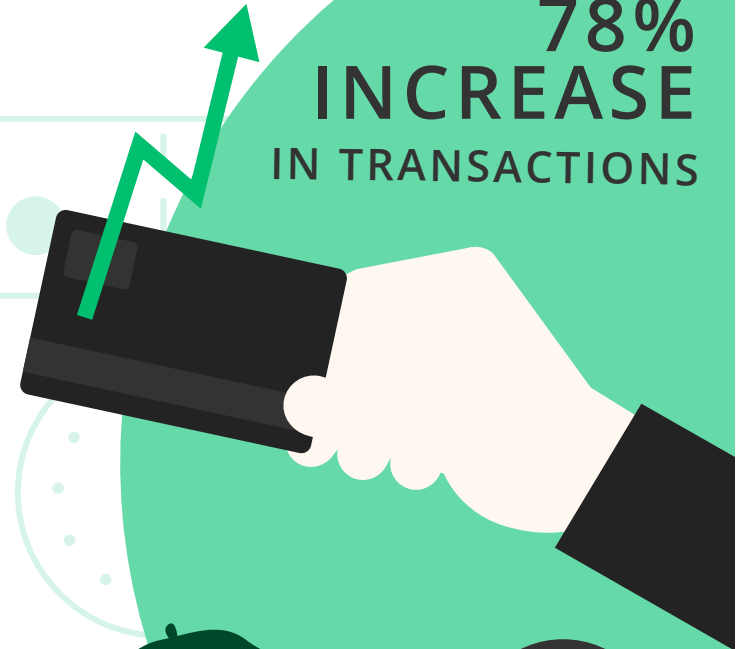


RESULTS CONTINUED

Comparing July through November of 2016 to 2017, the company has seen an exponential increase of 76% in terms of organic search traffic. They have also seen a 59% increase in new site users and a 78% increase in transactions.

59%
INCREASE
IN NEW SITE USERS

78%
INCREASE
IN TRANSACTIONS



CONCLUSION

Since partnering with Logical Position, Penn Tool Co. has seen tremendous growth in several areas. As stated by Michael Elson, the VP of Penn Tool Co., "We are completely satisfied with our results using Logical Position for our Digital Marketing and look forward to continuing this relationship for many years to come."

Penn Tool Co has been working with Logical Position for almost a year now and things have gone extremely well from the very start. We started with a conservative budget doing Google AdWords and the campaign was hugely successful from the very start. As we started to gain trust in Logical Position we asked what the next best step would be to try to increase qualified traffic to our website. After looking over our website they noticed that content was lacking on many important pages. We were informed that if SEO was done correctly we could see a dramatic increase our Organic Traffic over time. We gave Logical Position a shot handling our Organic SEO in 5-hour packages and sat back and waited for results. My account manager John Thuline was great handling our account. He explained clearly what we hoped to gain out of our selection of pages we were going to optimize. Every month John and I went back over the results. Penn Tool Co., has been extremely happy with the results we have gotten from Logical Position doing Search Engine Optimization. Our converted orders have increased month to month as well as the amount of visitors that come to our website daily. What I like most about working with Logical Position is that there is never high pressure to spend money or increase the budget. In the past when we did marketing, if the results were not there, the answer I was always given was to increase the Ad Spend. I would gladly increase the Ad Spend when I see results from the money I was already spending. Money in advertising should be spent incrementally and that is something I think Logical Position understands very well. Increases in money spent should be directly correlated to the success you are having in the campaign being currently run. That is exactly our game plan with Logical Position. We are completely satisfied with our results using Logical Position for our Digital Marketing and look forward to continuing this relationship for many years to come.