

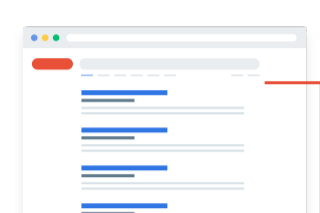
How Moley Magnetics Solutions Saw a 142% Increase in New Sitewide Users



Background

Moley Magnetics is the industry-leading magnetics and lifting magnet supplier in North America. We offer a complete inventory of large industrial magnets, grapples, shears, and granulators to customers across various industries such as scrap, demolition, recycling, and distribution. Additionally, we sell and provide electric motor repair services in our Lockport, NY, headquarters and custom motor fabrication services to clients nationwide.

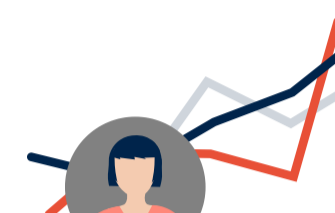
Key Metrics



417%
Increase in First Page Keywords



142%
Increase in New Users (sitewide)



136%
Increase in Users (sitewide)

"Marketing with Logical Position has catapulted our company's digital transformation. Their expertise and well-rounded campaigns have helped bring in new customers and business opportunities. Working with the team at Logical Position has been easy and educational—customer service is clearly something they value!"

-Jenna Cass | Business Developer Manager at Moley Magnetics

Goals

- To increase local organic traffic and keyword rankings
- To increase brand awareness
- To increase domain authority and keyword rankings



Approach

To start the SEO campaign off on the right foot, Logical Position provided Moley Magnetics with a comprehensive on-site and off-site SEO strategy. The initial focus consisted of writing unique content for various existing pages as well as creating new pages for several repair services. Over the course of the campaign, LP also fixed technical errors based on findings from the technical audit. Additionally, LP created blogs and offsite articles to help increase the site's domain authority and overall organic presence.

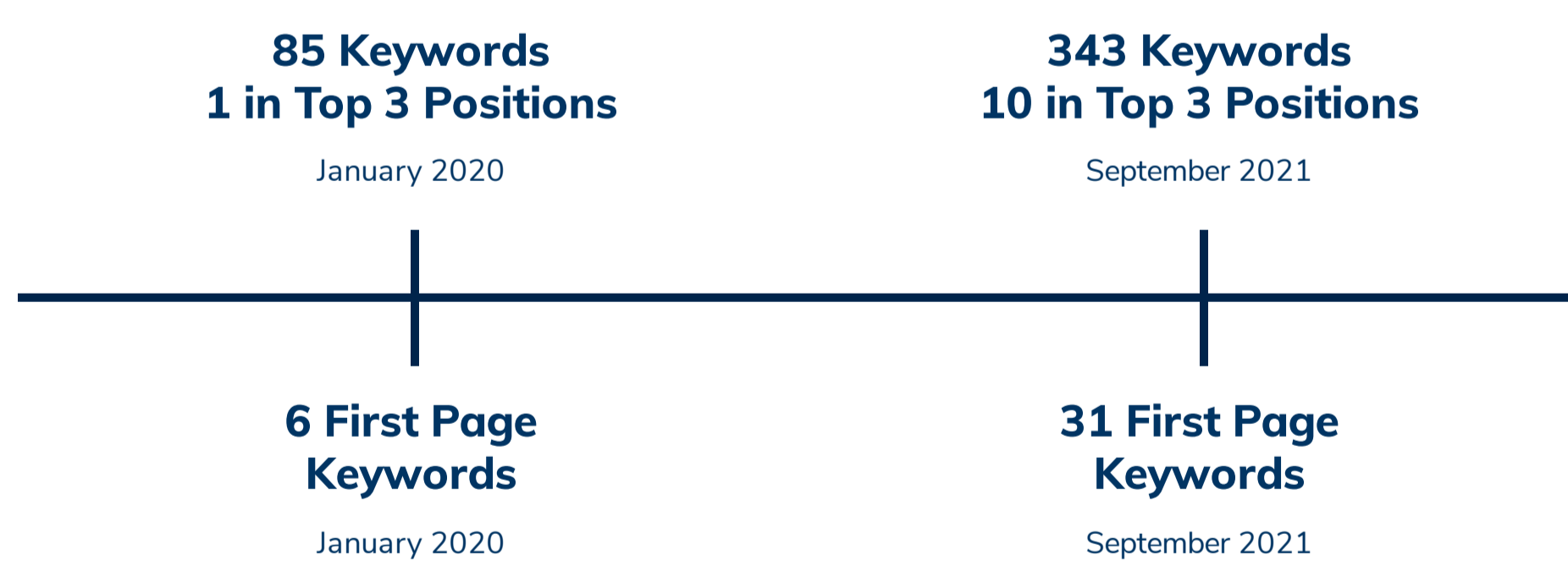
Results

Moley Magnetics hired Logical Position for SEO services and started a National – Advanced campaign in January 2020.

Since the partnership, Moley Magnetics has experienced significant growth throughout its business. LP maintained existing organic rankings and traffic and helped Moley Magnetics continue to increase revenue throughout the campaign duration.

When analyzing year-over-year growth from January 2020 to September 2021, Moley Magnetics' keywords have grown 303% (85 to 343). When comparing first page keywords, there was an increase of 417% from January 2020 with 6 keywords to September 2021 with 31 keywords.

Keywords



Targeted Keywords

From January 2020 to September 2021

5th → 3rd Position



140 searches per month

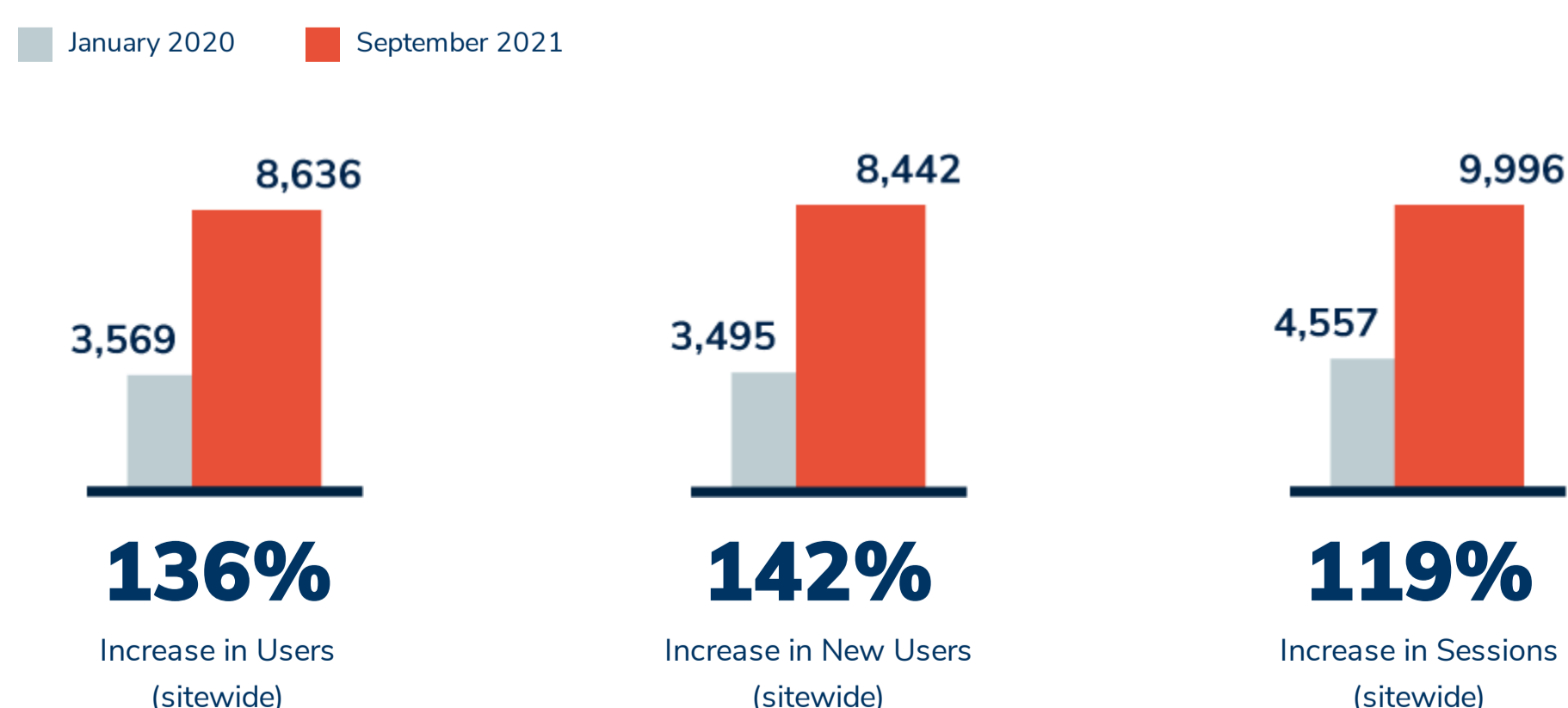
17th → 5th Position



590 searches per month

Analytics

Based on Google Analytics data, the site's overall organic traffic improved significantly from January 2020 to September 2021. Moley Magnetics saw a 136% increase in users to its site (3,569 to 8,636), an 142% increase in new users (3,495 to 8,442), and a 119% increase in sessions (4,557 to 9,996).



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