

How Robopac USA Solutions Saw a 179% Increase in New Sitewide Users



Background

Robopac USA, established in 1982, is the world leader in stretch wrapping technology, with over 10,000 machines manufactured per year, 90% of which are exported to main international markets. Their company develops six technologies: robot, turntable, horizontal, and rotating arm semi-automatic and automatic stretch wrappers to stabilize palletized loads with stretch film, case packers, palletizers, case erectors, sealers, and laser guided vehicles. With an extensive distribution network and customer and spare-part service centers, Robopac ensures prompt and efficient post-sales service on the global level.

Key Metrics



578%

Increase in First Page Keywords



179%

Increase in New Users (sitewide)



773%

Increase in Users (sitewide)

"As a packaging equipment manufacturer, our website is the storefront for our organization and is our number one lead generator. Understanding how we are performing versus the previous month and year to ensure we can tweak the program if needed is vital. Angela Maida, our Account Manager, is a true professional in providing me the information I need to make sure we continue to head in the right direction. I'm convinced our strategy of growing our first page keywords, by targeting certain keywords, has positively impacted traffic to our site. LP takes a collaborative approach to improve our overall keyword rankings, which ultimately leads to more traffic and more opportunities for our organization."

—Derek Jones | Marketing Manager at Robopac USA

Goals

🎯 To increase local organic traffic and keyword rankings

📈 To increase quote requests

📍 To increase leads and revenue to the site in the US



Approach

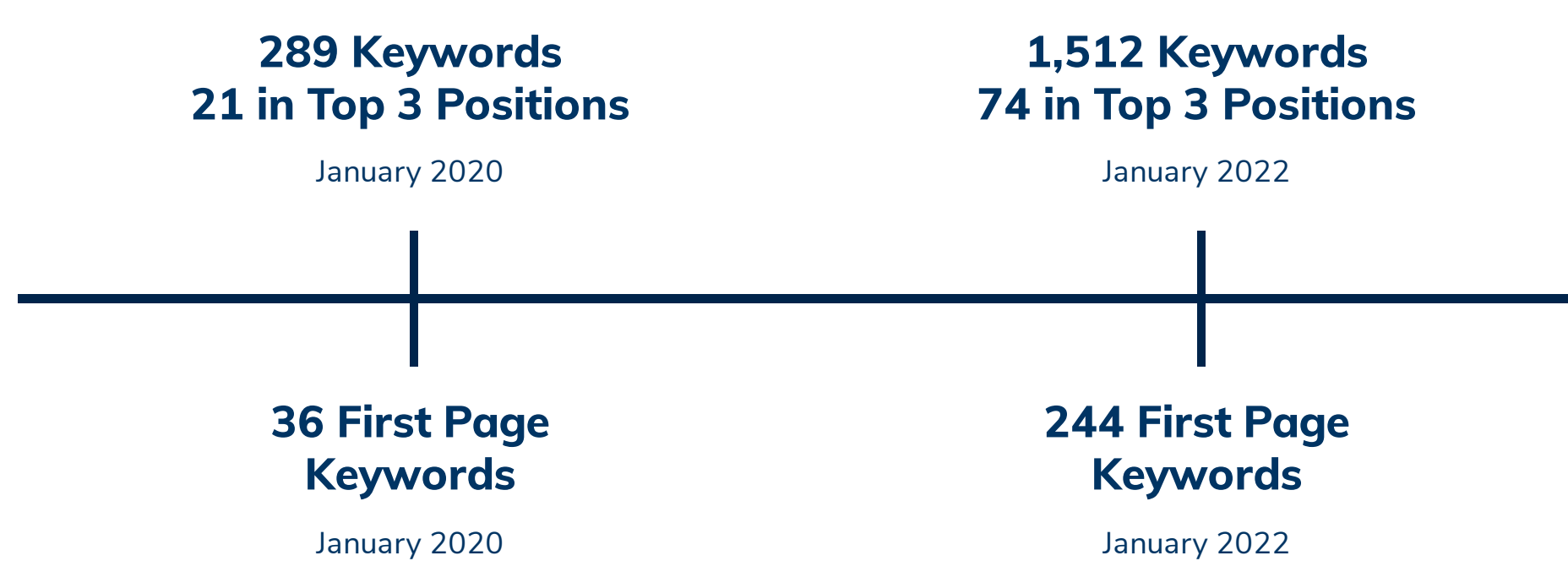
To start the SEO campaign off on the right foot, Logical Position provided Robopac with a comprehensive on-site and off-site SEO strategy. The initial focus consisted of developing a keyword strategy to optimize content on existing pages as well as creating new category pages on a monthly basis. Over 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

In September 2019, Robopac partnered with Logical Position for 10 hours of consulting. Then, in January 2020, they partnered again for a National – Advanced SEO campaign.

Since working together, Robopac has experienced incredible growth in numerous areas. LP was able to maintain existing organic rankings and traffic and helped Robopac continue to grow throughout the duration of the campaign. Comparing growth from January 2020 to January 2022, Robopac's keywords have grown 423% from January 2020 to January 2022 (289 to 1,512). When comparing first-page keywords, there was an increase of 578% from January 2020 with 36 keywords to January 2022 with 344 keywords.

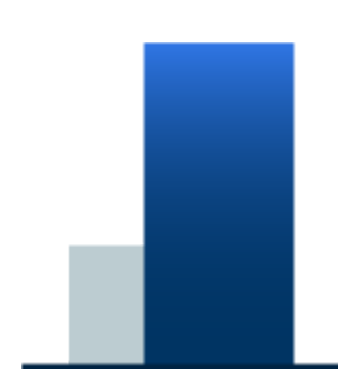
Keywords



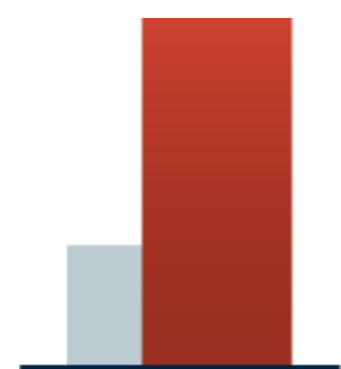
Analytics

From January 2020 to January 2022.

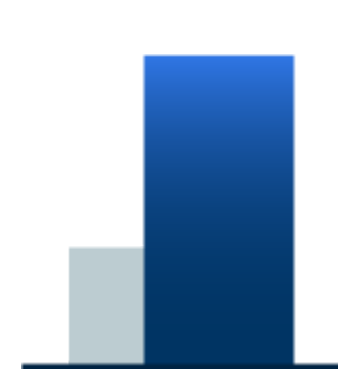
Based on Google Analytics data, the site's overall organic traffic improved significantly from January 2020 to January 2022. Robopac saw a 173% increase in users to its site (976 to 2,665), a 179% increase in new users (870 to 2,426), and a 168% increase in sessions (1,307 to 3,504).



173%
Increase in Users (sitewide)



179%
Increase in New Users (sitewide)



168%
Increase in Sessions (sitewide)

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