



Case Study – Experchem Laboratories

Overview

Experchem is a government-accredited regulatory consulting and analytical laboratory testing services company distinguished by its reputation for high quality, reliable service, and competitive prices.

Through their team of highly qualified and experienced professionals they deliver thorough, accurate, and timely results for Pharmaceutical, Cosmetic, and Natural Health Product testing

The Challenge

Experchem was looking to increase their traffic volume to their website through both organic and search marketing. Our task was to help grow their rankings for terms related to their core service offering, as well as deliver a direct result in terms of lead generation through emails and phone calls.

The Solution

After researching their market subject a content strategy was put in place to start targeting keywords like “pharmaceutical testing lab” and “laboratory testing services” both of which are directly relevant to their market segment.

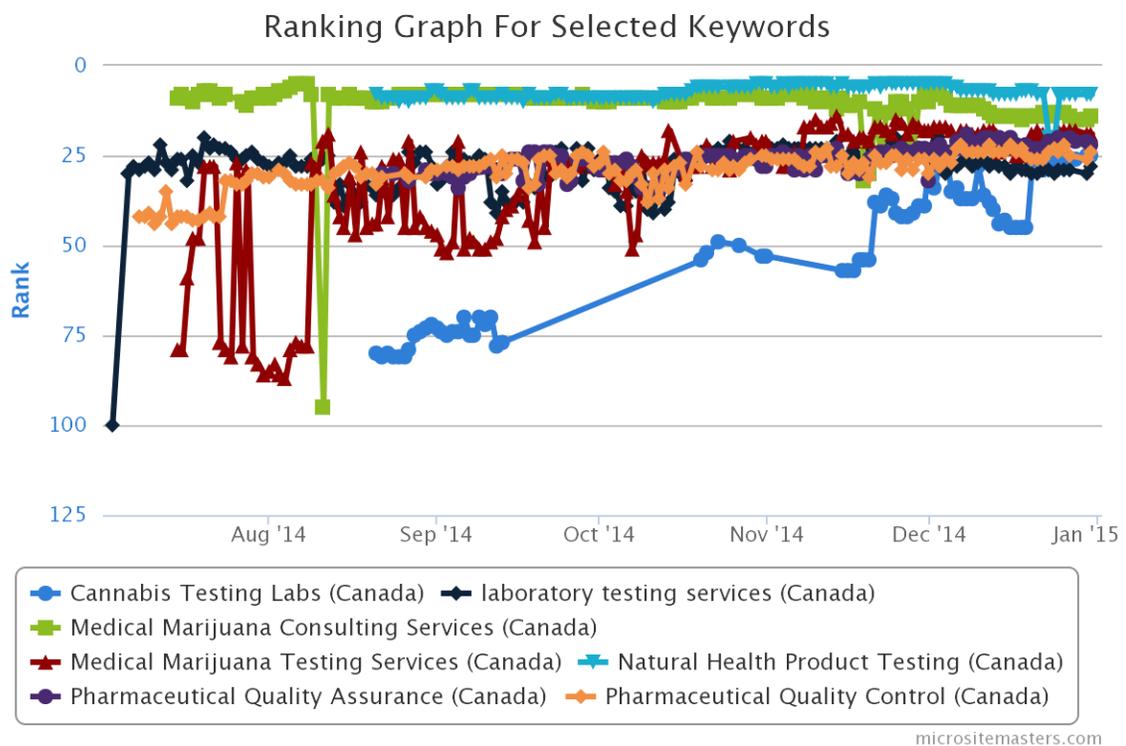
We started with a thorough audit of their website to update their schema data, on-site code, architecture, meta tags and social media profiles. Once we had improved the on-site elements we began our inbound content marketing strategy by seeking website relevant to Experchem where we could look to form link partnerships or provide insights.

From here we built out an expertly targeted search campaign targeted towards small geo-targets where regulatory testing is common. Focusing on just the most targeted search terms that still provided decent search volume we felt confident in delivering a high performance campaign that would produce results!

The Results

From the period of May 2014 to December 2014 we were able to provide a quality result for Experchem Lab that both increased their organic search volume while also delivering a performance-based result from their paid search campaign with Google AdWords.

In a 6 month time frame we grew their organic rankings from non-existent (no ranking at all for our targeted terms) to hitting the front page and second page for every keyword we targeted, hitting the #2 position for “pharmaceutical testing laboratories” specifically.



On the paid search side of their marketing campaign we were able to drive leads to their business in the initial month of May 2014 at a cost per lead of \$42.29.

After 6 months of running the search campaign (optimizing placements, keyword lists, positioning, and targeted landing pages), we were able to reduce the cost per lead to \$28.15.

This equates to an overall reduction in their cost per lead of over 33%