



Gates Corporation Tops the Search Engines with 90octane

Gates Corporation, the most trusted name in belts, hoses and hydraulics is dedicated to providing customers with the highest-performing power transmission and fluid power solutions.

Challenge

Faced with the challenge of extending an established brand across the internet, Gates Corporation partnered with 90octane to achieve premium visibility in search engines and directories. In conjunction with this goal, Gates Corporation wished to establish best practices to ensure future changes to its web site could be easily and cost-effectively integrated into its ongoing search engine optimization strategy.

Solution

With the goals and objectives defined, 90octane conducted the program strategy, which included an analysis of Gates target audience, keyword prioritization and recommendation, search engine guidelines and a custom implementation plan. The strategy identified the route to success for the products and solutions that Gates wished to highlight. The implementation plan outlined metadata and other code recommendations determined to be important for achieving premium search engine rankings. The next step included submissions as well as regular performance monitoring and reporting using 90octane's proprietary tools. 90octane believes the success of a search engine optimization program relies heavily on strategy, coupled with reporting to monitor results and quickly react to changes in the search engine landscape as needed.

Results

90octane helped Gates achieve premium placement across the search engines and directories, including a #1 positioning for the competitive keyword "belts" on Google. In one year the program has increased top 30 listings by 56%, top 10 rankings by 94% and number 1 rankings by over 120%. Gates also experienced an increase in the portion of its web site traffic that originates from search engines, leading to an overall shift in marketing investment and cost efficiency through organic placement. 90octane and Gates are currently in their second year of the search engine optimization program, and results continue to improve.

For more information, please contact info@90octane.com



"With great initial search engine improvement using 90octane, no one expected Gates to dominate its search terms on Google, no one but 90octane. Now Gates feels it can hit the #1 mark on any terms it needs to."

Keith Hagen
eBusiness Specialist
Gates Corporation