

A Oneupweb Case Study.

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aggreko

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Aggreko is a global leader in the rental of power, temperature control and oil-free compressed air systems. Operating from more than 100 locations in 28 countries, Aggreko helps customers in many different industries improve and safeguard their operations by solving problems, creating opportunities and reducing risk. In 2006, the Scotland-based company served customers in 90 countries.

»» THE CHALLENGE:

Aggreko is a very large, international company whose offline presence has consistently identified them as the leader they are. Online, however, it was a much different story. Aggreko was not well positioned in search results on the keywords vital to their industry and was, therefore, nearly invisible on the first few search pages. They asked Oneupweb to develop a strategy to address the situation.

» THE RESULTS:

- * In less than two years, conversions tracked to Aggreko's SEO campaign rose 87 percent. The company reports that these leads have resulted in a considerable increase in new business revenue.
- * Top-ten search positions for Aggreko have risen 940 percent in two years, while top-thirty positions are up 528 percent.
- * In just two months, the results for Aggreko's aggressive paid search campaign on Google accounted for a 113 percent increase in unique visits to their website and a 126 percent rise in the conversions of qualified leads.

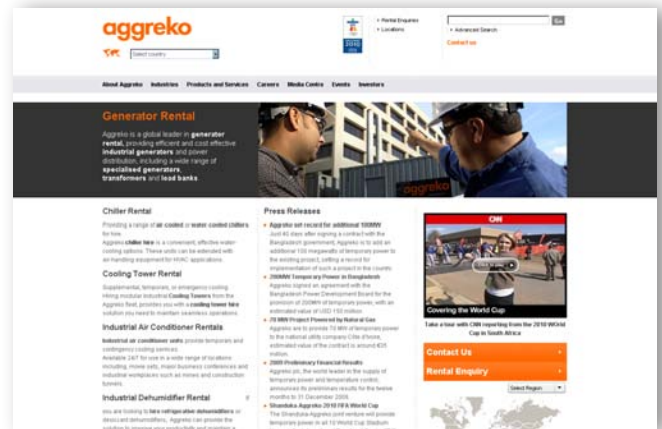
"Top-ten search positions for Aggreko have risen 940 percent in two years, while top-thirty positions are up 528 percent."



» THE TACTICS:

Oneupweb began a natural search optimization program for Aggreko's North American operations immediately. The initial goal was to raise the company's positions on the search engines to those befitting a leader of their stature. As part of the process, Oneupweb assisted in a major overhaul of the company's website.

With a successful SEO campaign underway, Aggreko approved Oneupweb's recommendation to launch an aggressive paid search advertising program. The goal of increased awareness was refocused toward securing number one positioning on Google, while running ads 24/7, reflecting the company's worldwide presence.



» The Takeaway:

Your customers and prospects are looking for your products and services online. They're conversing with friends on Facebook, scouring blogs, consulting iPhone apps, using search engines and more. Are you there to greet them?

At Oneupweb, we'll ensure they find you—no matter where or when they're looking. We're relentless when it comes to connecting brands to consumers with digital marketing. It spelled success for Aggreko, and it can for your brand, too. Because everybody's looking for something special, and there's nothing better than finding it.

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