

# A Oneupweb Case Study.

THE EASTWOOD COMPANY®





[WWW.EASTWOODCO.COM](http://WWW.EASTWOODCO.COM)



*Eastwood*

## THE EASTWOOD COMPANY®

The Eastwood Company provides unique tools and supplies for custom vehicle restoration hobbyists and professionals. The Eastwood product line was offered primarily by catalog until the 1990's when Eastwood went online. Since 1978, Eastwood has proudly delivered the highest quality auto restoration and custom products to its global customer base.

### » THE CHALLENGE:

The online market was heating up when Eastwood came to Oneupweb in 2003. Just a few years prior Eastwood had fully integrated e-commerce functionality, making it possible for customers to complete secure transactions online. The company began to notice more sales were coming from the website and began to wonder if there was even more untapped potential online. Simply, they could be doing more business if they had more traffic to their website. They came to Oneupweb and asked for help with the following:

- \* Increase rankings for a targeted list of keywords
- \* Ramp up qualified natural search traffic to the website
- \* Improve landing page performance and conversion rates

## » THE RESULTS:

- \* Eastwood's top ten positions climbed dramatically, realizing a 611 percent increase in the first few months of working with Oneupweb.
- \* Over a six year period, unique visits continued to increase. Natural search traffic rose 397 percent during this time.
- \* The campaign drove qualified traffic to the website resulting in a 671 percent increase in conversions and an 812 percent increase in online sales.



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## » THE TACTICS:

The primary goal was to boost qualified traffic to The Eastwood Company website. Oneupweb developed and implemented a strategic optimization program to compliment Eastwood's in-house marketing initiatives. Additionally, Oneupweb provided one-on-one consulting to improve the overall navigation and methods of content delivery throughout the site.



## » 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 Eastwood Company, and it can for your brand, too. Because everybody's looking for something special, and there's nothing better than finding it.

**FIND WHAT YOU'RE LOOKING FOR AT ONEUPWEB.COM.**  
REQUEST A PROPOSAL TODAY.