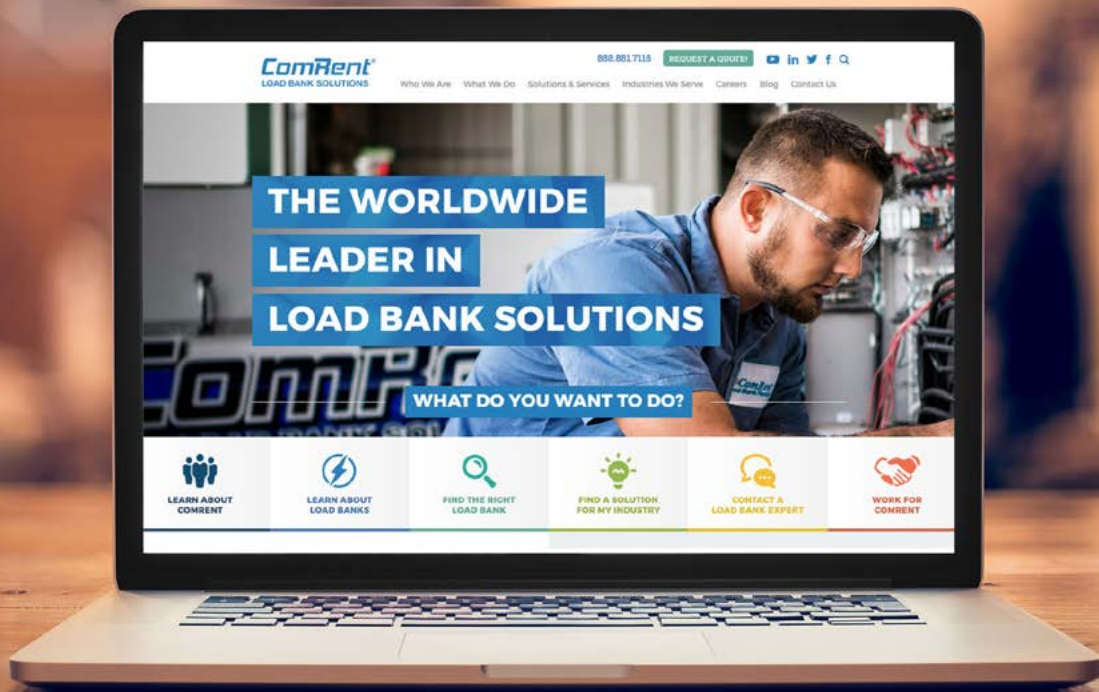


KEO Marketing CASE

ComRent[®]
LOAD BANK SOLUTIONS

STUDY



NEW WEBSITE DESIGN BRINGS SIGNIFICANT INCREASE IN QUALIFIED LEADS AND CONVERSIONS AFTER LAUNCH



Insight Selling

EDUCATION MARKETING



Inbound Marketing

LEAD GENERATION



Outbound Marketing

ACCOUNT BASED MARKETING



Content Marketing

MOBILE • LOCAL • SOCIAL



Marketing Automation

LEAD NURTURING



The Nation's Leading Supplier of Load Bank Testing Systems Develops a Website with KEO Marketing that Generates Significantly More Leads in Just Three Months

Highlights

Within three months of the new website launch, performance metrics noted a significant, immediate improvement:

- Website traffic from natural search to new services pages showed 894.55% improvement
- 550% increase in leads from contact expert form and 341.67% growth in leads through quote request form

The Company

ComRent was founded in 1997 with a single mission: to provide equipment, project management and logistic solutions that enable comprehensive load testing of critical power-generation systems. ComRent's equipment portfolio includes resistive and reactive load banks as well as all accessory equipment for testing and commissioning. They also provide complete project planning from beginning to end.

Since its founding, the company has grown into a multi-national supplier of load bank technology and related equipment. Markets include electrical power substations, data centers, mining and maritime, renewable energy, construction, healthcare, hospitals, government and the military. ComRent has 18 locations in the United States and Canada along with service centers in Rio de Janeiro, Brazil and Saudi Arabia.

They help customers maintain equipment operation by recommending preventive maintenance programs employs industry recognized and certified trainers to assist customers whenever needed.



The Challenge

Principals at ComRent felt that the website was too dry; searching for information required reading through many pages of technical information and website visitors had to click 4 – 5 times to find product or service information. In addition, qualified leads from the search engines had decreased significantly and the site did not display well on mobile devices.





Strategy

ComRent engaged KEO Marketing to design and develop a more compelling website. Both groups knew the company needed a website that repositioned the brand message through visual storytelling with compelling images that focused on their biggest differentiating feature: their service and their people. In addition, ComRent also wanted significantly more qualified leads from digital channels.

To accomplish this, KEO Marketing put together a strategic plan that included a complete redesign of the website as well as a strong Search Engine Optimization (SEO) program. KEO Marketing developed a detailed web design plan to create a stronger and more inviting website that was easier to use, would increase the company's visibility within search engines, drive more targeted traffic to the new website and generate more valuable leads to fill the company's sales pipeline.



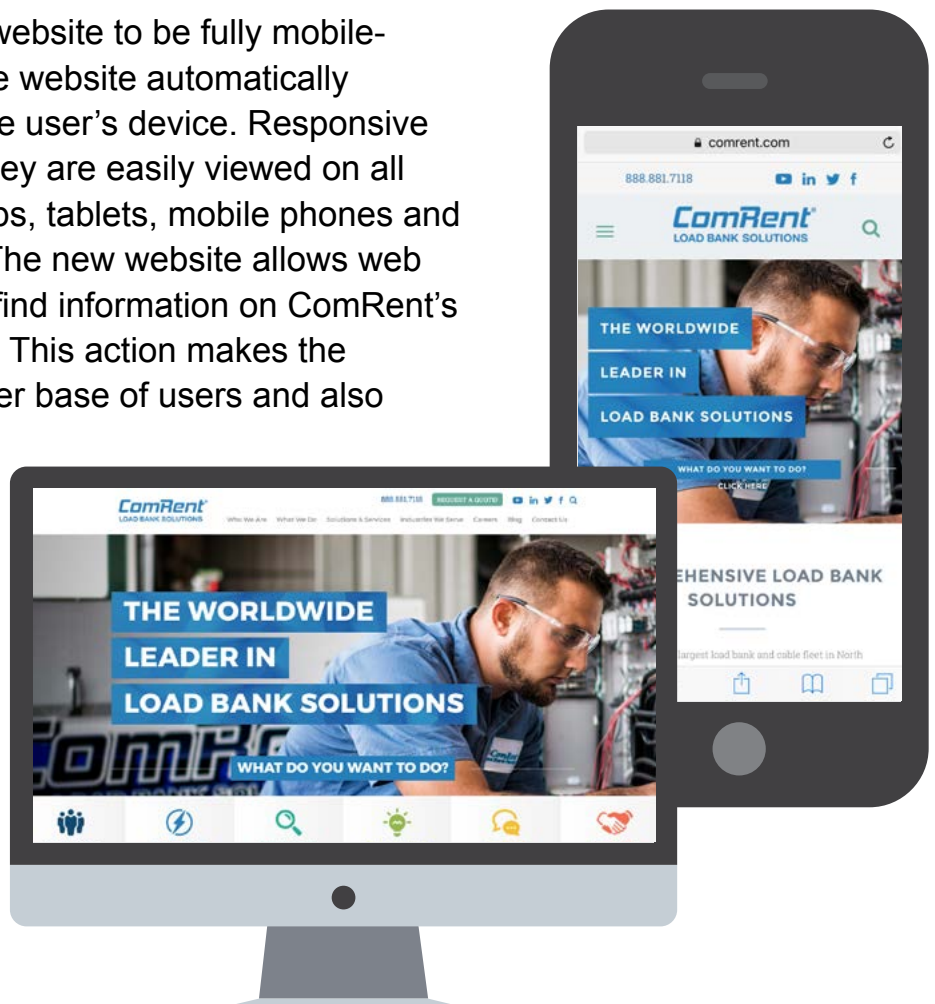


Solutions

In Q4 2016, KEO Marketing launched the newly redesigned ComRent website. The site reflects the company's desire to position themselves as an innovative, software-driven, service-oriented company. KEO Marketing used strong visual elements that highlight ComRent's talented people and extensive services. The website offers a cleaner and more contemporary design and layout along with easier navigation enabling visitors to find what they want quickly.

Mobile Responsive Website

KEO Marketing developed the website to be fully mobile-responsive. A mobile responsive website automatically changes its appearance to fit the user's device. Responsive designs adapt themselves so they are easily viewed on all sizes of devices including laptops, tablets, mobile phones and widescreen desktop monitors. The new website allows web searchers to view, interact and find information on ComRent's website with any mobile device. This action makes the website accessible a much larger base of users and also helps the site rank higher in search engines.



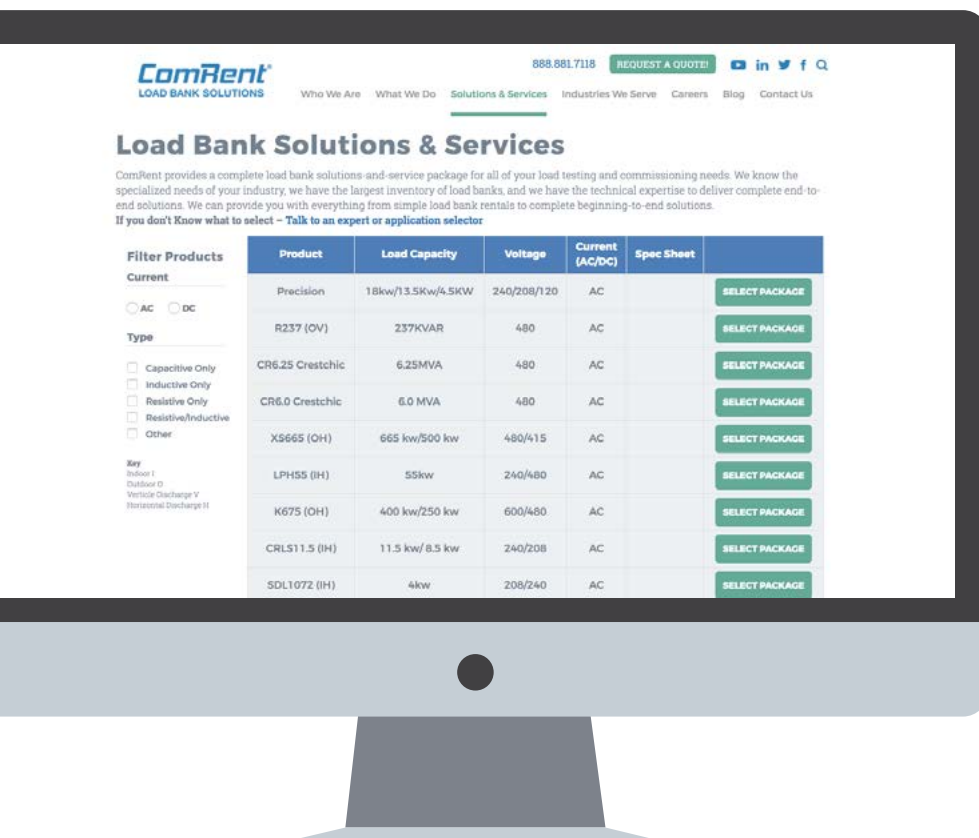


Solutions

Website Architecture and Development

New web pages were developed to help the visitor understand how the load banks could help prospects test their equipment and which complete packages of products and services would work best within their particular industry. In addition, the copy on each page was reduced from full-page discussions to short easily-read summaries. All long discussions were converted into downloadable documents for off-page reading.

All of ComRent's served industries were given separate pages, with the text reflecting the benefits specific to that industry and using the terms that users in that industry frequently use. Visual elements highlighted the power-generation devices that ComRent's products could test.



Those visual elements can be hovered-over for a quick summary of the benefits or clicked for more in-depth technical discussion. Every page includes a contact form so that visitors can quickly reach ComRent and move to the next buying step.

A KEO MARKETING INC. CASE STUDY



Based on analysis of visitor behavior, visual elements were added to draw the visitors' attention and direct them where to go on the website. Navigation to the main parts of the website are represented with icons placed strategically on the home page. All downloadable product materials are within two clicks of the home page.



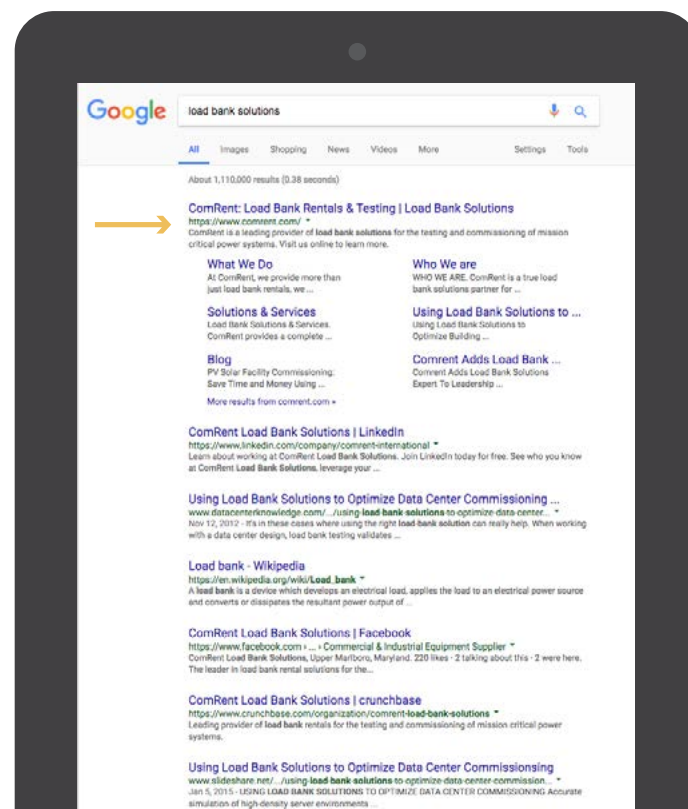
Search Engine Optimization

Search engine optimization is the process of improving a website's visibility within the most prominent search engines without paying for ad space.

After reviewing ComRent's website, KEO Marketing determined the following improvements were required: developing stronger messaging, adding more keywords in more on page locations (such as alt tags on displayed photos), creating more prominent calls to action and optimizing each web page for vital keyword phrases. Taking these actions would help increase ComRent's online visibility and conversions. In addition, KEO Marketing developed an ongoing promotion plan that includes publishing unique, relevant content to draw visitors to the site and capturing their contact information.

Ongoing SEO Strategy

- Regular site audits
- Competitor optimization research
- Extensive keyword research
- Ongoing content development and placement
- Regular on-page optimization
- Geo-targeting for specific markets
- Social media placement

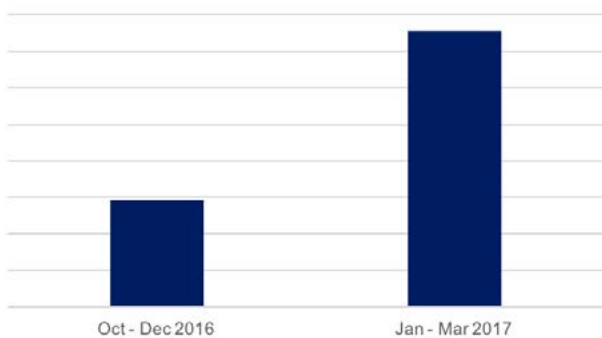




The Results

- Website traffic from natural search to new services pages showed 894.55% improvement
- 550% increase in leads from contact expert form and 341.67% growth in leads through quote request form
- 59.44% increase in overall leads and 24.54% increase in new users from natural search

Natural Search Traffic

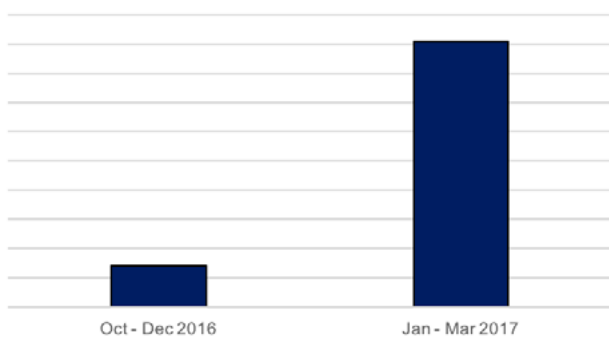


New Users from Natural Search

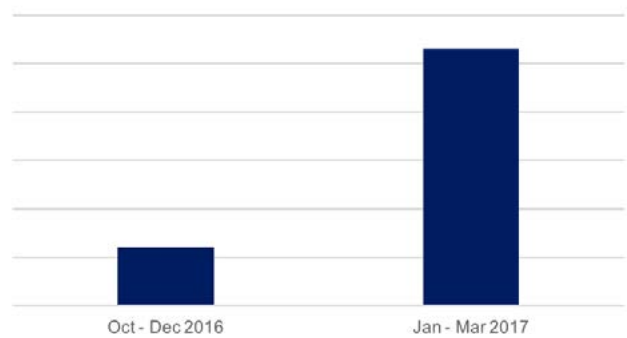




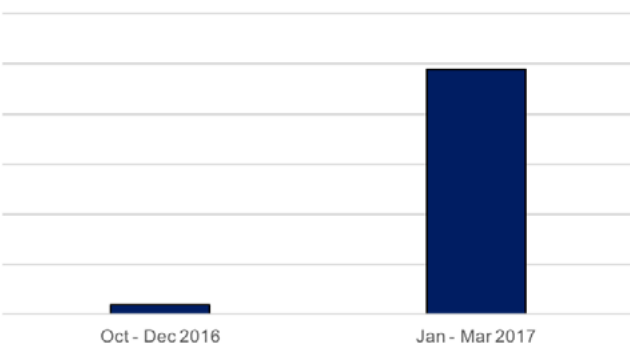
Contact Expert Form Submissions



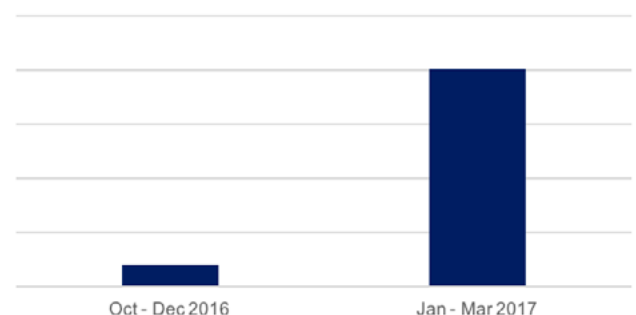
Quote Requests



Why Load Banks - Content Asset



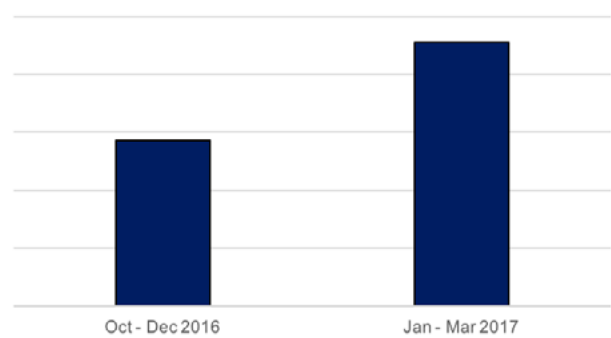
Inductive vs Capacitive Load Bank Solutions - Content Asset



Total Website Visitors



Online Leads





ABOUT KEO MARKETING

KEO Marketing Inc., a leading business to business (B2B) marketing agency based in Phoenix, Arizona, develops and implements strategies to help clients significantly increase leads and sales.

The company's solutions include marketing strategy, brand positioning and messaging, inbound marketing, search engine marketing and optimization, website development, social media, pay per click and display advertising, local and mobile marketing and more. Some of the world's largest brands have depended on KEO Marketing for marketing programs that deliver tangible and substantial results.

For more information and to request a complimentary marketing audit visit keomarketing.com



KEOMarketing

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