



spectrum[®]
CHEMICAL MFG CORP

Catch Marketing Services
CASE STUDY

How Spectrum Chemical increased
their organic search traffic by 465%

Spectrum Chemical

- ▶ A customer focused global supplier of high quality chemicals, laboratory supplies and equipment.
- ▶ Target Markets include manufacturers of pharmaceuticals, dietary supplements, functional foods, cosmetics and personal care products.
- ▶ Over 45,000 unique chemicals available to customers



Prem Jain
President/CEO

Learn More about Spectrum Chemical
www.spectrumchemical.com

Goals

Increase site visits from 7,500 visitors per month to 11,000 visitors per month

Obstacles

Large Scale content creation needed in highly technical industry.

Results

35,000 monthly visitors via organic search. An **increase in traffic of 465%**.

Although it was a leader in the field, Spectrum Chemical didn't have the organic search traffic to show for it. As the industry moved more and more to online research and sales, Spectrum found that they were not equipped to be found organically by new customers effectively. In the process of redesigning their website, instead of an increase in traffic, their **consistent 11,000 visitors a month dropped steeply to 7,500 visitors per month.**

To help bring them back to levels of traffic before the redesign, Spectrum chose to partner with Catch Marketing Services.

Catch Marketing started with top performing products by identifying high impact opportunities for custom content creation. By creating custom page content, meta-titles, descriptions, and keywords, Spectrum was able to attract customers via organic search to individual product pages.

Additionally, index pages were made optimized for important keywords and their corresponding products.

The initial goal of increasing traffic from 7,500 to 11,000 was surpassed many times over as the changes led to an overall increase of 465% bringing the monthly visits **to 35,000 visits per month.**

Organic Search Traffic

Jan 1, 2012 - Sep 30, 2014

Customize Email Export Add to Dashboard Shortcut

All Sessions
47.98%

+ Add Segment

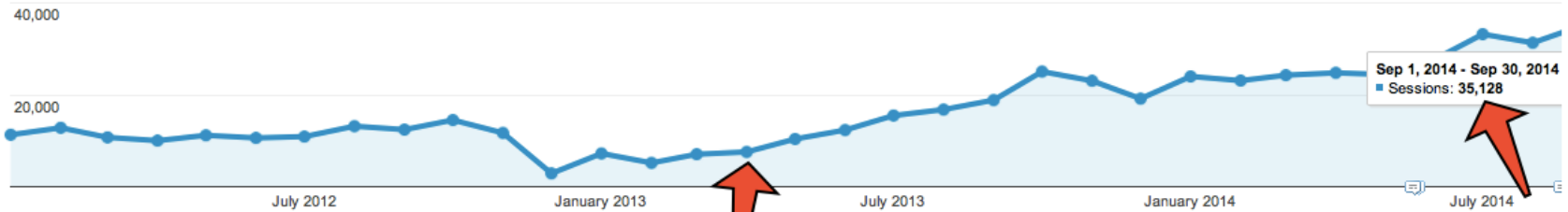
Explorer

Summary Site Usage Goal Set 1 Ecommerce

Sessions vs. Select a metric

Sessions

465% increase in Organic Traffic since working with Catch Marketing.



Start Month: April 2013
Organic Non Brand Visitors: 7,554

Current Organic Non Brand Visitors: 35,128

Primary Dimension: Keyword Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

Advanced Filter ON edit

Keyword	Acquisition			Behavior			Conversions	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Rev
	548,111 % of Total: 34.11% (1,606,832)	66.75% Site Avg: 59.00% (13.14%)	365,857 % of Total: 38.59% (948,000)	47.33% Site Avg: 43.33% (9.23%)	4.10 Site Avg: 4.48 (-8.55%)	00:03:22 Site Avg: 00:03:59 (-15.73%)	5,524 % of Total: 19.11% (28,901)	\$2,84