

Case Study

Northwoods Delivers 471% Increase in Google Ads Conversions

Client Snapshot

Client	Industry	Audience
	Manufacturing	B2B

Website: metaltek.com

MetalTek first came to Northwoods to improve the user experience on its content-heavy website and simplify back-end management. Impressed by our UX strategy, design, and extensive digital expertise, MetalTek further engaged Northwoods to drive high-quality leads through digital advertising and SEO.

Situation

- ROI on previous digital ad campaigns was lower than expected, and MetalTek wasn't getting the results they needed.
- Website content wasn't optimized well for search, which led to low rankings.
- Leads were often low quality and didn't translate to sales.

"Northwoods provides MetalTek with valuable insights that are critical to making strategic decisions that drive business growth. Their digital marketing expertise consistently guides us toward effective strategies, ensuring we stay ahead of the competition."

Robb Edwards, Director of Marketing, MetalTek International



↑ 471%
Google Ad
Conversions

↑ 39%
Quality
Conversions/Leads

↑ 38%
Organic
Rankings

↓ 71%
Cost Per
Conversion

Solution

- Northwoods created a data-driven advertising strategy with updated conversion tracking and targeted campaigns, monitoring performance to increase ROAS.
- Our SEO strategy leverages keyword optimizations, a formal blog content calendar, and a deep understanding of MetalTek's business to craft accurate and engaging copy.
- If downward trends emerge, we quickly analyze SEO, recommend improvements, and implement optimizations to regain rankings.
- Northwoods tracks leads and conversions that generate sales, using that data to inform digital marketing efforts and ultimately drive more qualified traffic.

Outcome

- MetalTek is reaching new audiences and generating more high-quality leads than ever before, with decreased ad spend and targeted campaigns that deliver results.