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Case Study

HOW THE IMPLEMENTATION OF
INDUSTRY PAGES INCREASED
WEBSITE VISITORS AND SALES

Introduction

At iwebcontent, a full-service digital marketing agency in Plano, TX, we recently undertook a six-month-long project to see how effective Industry pages would be to attract new visitors and increase sales. We measured our first 6 Industry pages according to their organic and AdWords page entrances and followed their progression to acquisition of clients.

Challenge

To design industry pages that would attract new customers. According to Creative Director Karen Tunnell, “We needed content to speak specifically to targeted visitors from those industries. We wanted to address problems unique to their fields with applicable services, while still maintaining the lighthearted, conversational style and format of the website.”

Solution

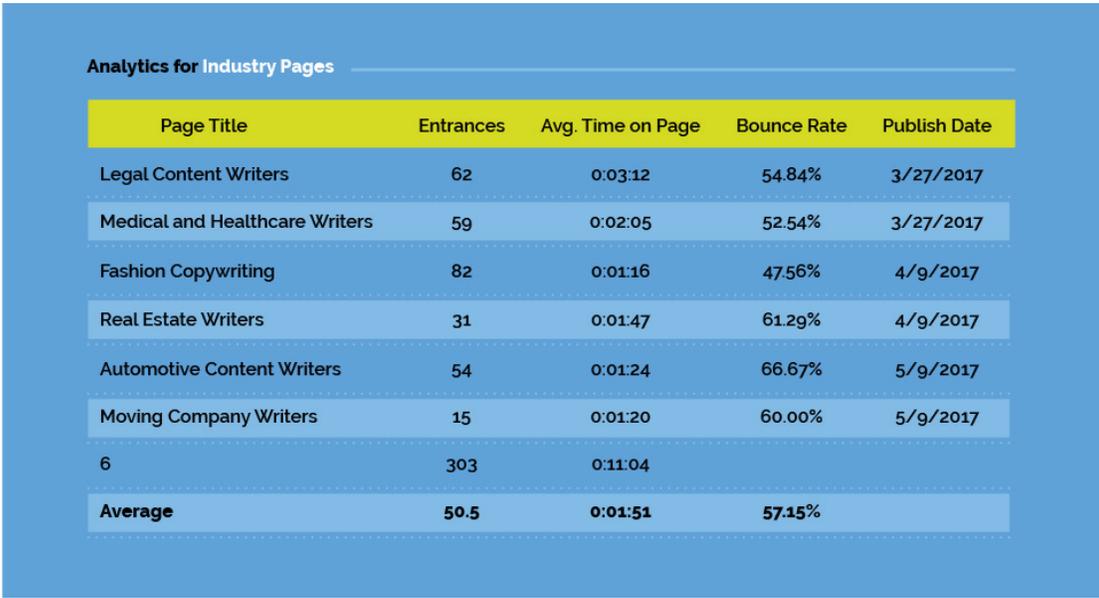
We designed attractive and engaging landing pages that discussed our expertise in each particular industry. We provided examples of specific client work in that industry on each page. The study included [Legal Content Writers](#), [Medical and Healthcare Writers](#), [Fashion Copywriting](#), [Real Estate Writers](#), [Moving Company Writers](#) and [Automotive Content Writers](#)

All content on the pages were search engine optimized with high-ranking keywords specific to that industry. We also engaged Adwords campaigns around these industry ad groups and wrote related blog articles and social media posts.

Results

We have seen an increase in client interest from these specific industries, which has culminated in sales. We ranked 11th in Google search for medical writers, 6th for moving content writers and 26th for legal content writers.

We increased website visitors with unique page views by 303 with an average bounce rate of 57.15% and average time on each page of 1:51 min. Of the unique page views, 194 were organic and 109 were generated by AdWords. We had 2 conversions (form fills) for the Legal page.



Page Title	Entrances	Avg. Time on Page	Bounce Rate	Publish Date
Legal Content Writers	62	0:03:12	54.84%	3/27/2017
Medical and Healthcare Writers	59	0:02:05	52.54%	3/27/2017
Fashion Copywriting	82	0:01:16	47.56%	4/9/2017
Real Estate Writers	31	0:01:47	61.29%	4/9/2017
Automotive Content Writers	54	0:01:24	66.67%	5/9/2017
Moving Company Writers	15	0:01:20	60.00%	5/9/2017
6	303	0:11:04		
Average	50.5	0:01:51	57.15%	

These pages were used as sales tools by our team, as well. According to iwebcontent founder Jonathan Gordon. “Not only do they give us credibility in these specific industries, but it is a prominent place to display examples of articles, site content, ebooks, video scripts and more that relate to each industry. They also serve as landing pages for our AdWords campaigns.”



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Taking into consideration the Industry pages are helpful sales tools plus the organic leads, AdWords clicks, and blog article and social media links they generated, we gained 4 new clients: one from the Legal page, two from the Real Estate page, and one from the Automotive page.

Due to the success of these pages we are planning to continually add new types of industry pages to our website over time.

Think your company might benefit from industry-targeted pages?

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