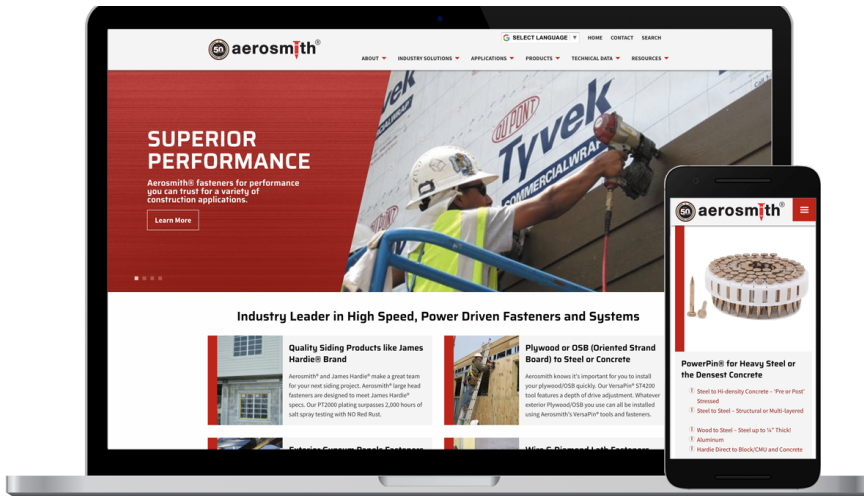


Case Study - Construction & Industrial Tools

Search Engine Friendly Website To Drive Business Interactions & Conversions



Many construction professionals turn to Aeromsmith Fastening for their fastening needs. Aeromsmith develops, manufactures, and distributes hardened steel pins and tools used for superior fastening to all substrates. Other competitive fastening products, like screws, nails, bolts, and rivets just cannot compete with the speed and efficiency that Aeromsmith provides on the job site.

The Challenge

Aeromsmith Fastening was seeing stagnant conversions and leads from their website. While overly technical content was one of the culprits for low pages per session, the look and feel was also outdated and didn't portray Aeromsmith as the product innovation leader that they are.

The images previously used on the site were small and of poor quality. Lists of URLs or hyperlinks to the PDF documents and other pages were used instead of creating an attractive, visual representation (e.g. icon or image) to engage visitors to click and continue to navigate throughout the site. To showcase Aeromsmith's culture and leadership in product innovation, the site also needed to better communicate unique, industry specific solutions instead of simply products.



The Client

Aeromsmith Fastening
www.aeromsmithfastening.com



Industry

Construction/Industrial Tools



The Challenge

Dwindling engagement, contact form submissions, & lead generation



The Solution

Updated content strategy and design focused on industry solutions & innovation, visuals, and organization for better user engagement & SEO



The Results

34.9% increase in website visits
and 150% increase web leads

The Solution

Aerosmith’s goal was to engage more business interactions and conversions. Marketpath updated the website to be:

- **Mobile-Friendly (Responsive)** – The site is now adaptable to various screen widths for desktop, tablet, and mobile devices.
- **Solution-Focused** – New site focuses on industry specific problem solving to drive engagement and to highlight Aerosmith Innovation. Widening the content area on the homepage allowed for visual communication of key features (reducing excess text).
- **Landing Pages & Cross-Selling** – To promote user experience, enhanced product search and site optimization (SEO), we organized the site by product category, as well as the specific application and industry. This approach enhances cross-selling, with case studies and resources that apply to products/applications and industries.
- **A Resource for Professionals** – With over 30 building codes, product evaluations and tech bulletins, users can now use the new Search feature or the updated navigation to quickly find content. Each of these resources can also be featured on other pages to improve visitor usability and site visibility through a category and tagging structure that allowed one-click edits for content management.

“ What Clients are Saying **”**

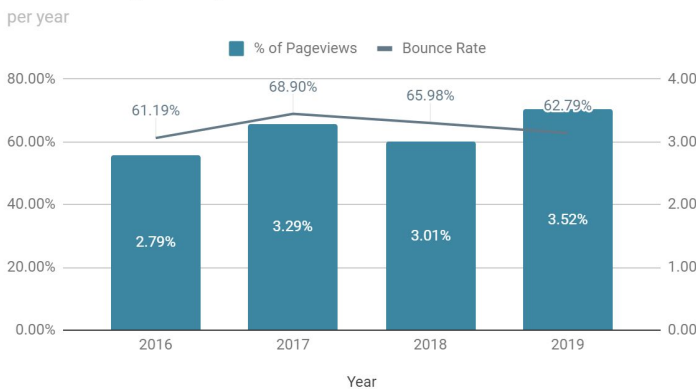
“Our updated website has positioned Aerosmith as a leader in innovation, driving more leads, and making them more qualified and easier to convert to customers. Our distribution partners like and appreciate the new format, ease of navigation and access to information.”

- *Howard Good, Director of New Business Development*

The Result

Seven months after go live, Aerosmith website visits were up 34.94% over the previous year and website leads (form submissions) were up 150% year over year.

Contact Page Analytics



Form Leads

