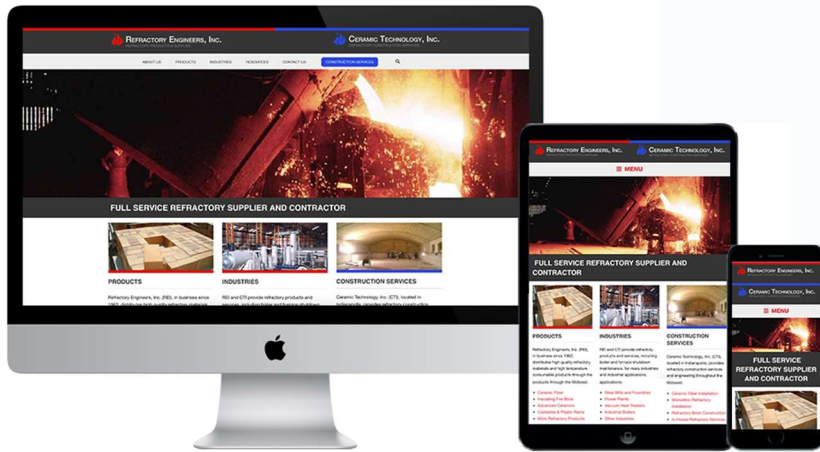




Local & Regional Search Drives Leads Web Design and Optimization, Blogging Drive Results



Refractory Engineers, Inc. (REI), located in Indianapolis, is a leader in refractory materials supply. In business since 1962, REI distributes high-quality refractory materials and high temperature consumable products throughout the Midwest. Refractory Engineers' sister company, Ceramic Technology, Inc. (CTI), which shares the same headquarters, provides related refractory engineering and construction services.

The Challenge

Until late 2013, Refractory Engineers and Ceramic Technology relied, almost 100%, on their traditional sales channel to create leads and drive sales. They were known in the industry, but had very limited marketing, and their websites did little to support their growth. In fact, the websites, which were only a few pages each, probably hurt the company's credibility, as the sites were outdated, extremely basic, and appeared to look "low budget".

The challenge for Refractory Engineers and Ceramic Technology was to modernize their digital marketing, create a web presence to support both brands, and communicate their expertise and extensive capabilities, while supporting their traditional sales channel by generating prospects and supporting the sales team throughout the product life cycle.



The Client

Refractory Engineers, Inc.
www.refractoryeng.com



Industries

Refractory Supplies
Industrial Engineering
Construction Services



The Challenge

Increase company credibility and visibility, while generating leads outside the traditional sales channels.



The Solution

Developed an integrated and on-going plan, which included website design and development, search engine optimization, and content marketing to improve website visibility, leads, and brand credibility.





The Solution

Marketpath worked with the Refractory team to develop their digital strategy, including plans for a new website that would integrate and market both the Refractory Engineers and Ceramic Technology brands. Before the new site could be designed, Marketpath first researched the industry, targets, competitors, and how prospects searched for unique refractory products and services.

This research led to a plan and website design that focused on three main areas: 1) unique refractory products (offered by REI), 2) value add from related construction services (CTI focus), and 3) industry expertise in areas such as power plants and steel mills. Finally, the plan included ongoing content marketing that focused on targeted blog articles, featured projects, and developing a B2B social presence.

Results

Within 6-9 months of the initial launch, REI was already seeing dramatic improvements in search results, site traffic, and leads. Results have continued to grow annually as REI has increased content and upgraded to a responsive, mobile-friendly website. The blog, in particular has grown in popularity, with **21% of site traffic** during 2018-2019 viewing blog articles. Other impressive stats are listed below.

Prior to launch, the websites showed up in the #1 search results (SERPs) for 3 targeted keywords on Google and Bing. Within 8 months of the new site launch, Refractory showed up in **#1 result for 35 keywords, a 1,066% increase**. Prior to launch, the site also showed up in the top 3 results for six targeted keywords. Within 8 months, REI showed up in **top 3 results for 48 keywords, a 700% increase**.

Over the past six years the site has continued to evolve with a few minor refreshes, but execution of the plan has been consistent. During that time website **traffic (visits) has increased an average of 28.6% per year** while website **leads have increased an average of 21.6% each year**, helping to drive consistent company growth.



The Results

Increased #1 Search Results (SERPs) by **1,066%** in 8 months

Increased Top 3 Search Results by **700%**

Increased Top 10 (Page 1) Search Results by **300%**

Website traffic (visits) increased an average of **28.6% per year** over the past 6 years (since working together)

Website leads increased an average of **21.6% per year** over the past 6 years

74.6% of traffic has come from search over the past 3 years



What Clients are Saying

"Marketpath worked closely with our team on our website and digital strategy, developing a site that has helped to increase our brand credibility, while also improving our site visibility and traffic via enhanced SEO. We've worked with them for a number of years and I'd strongly recommend them to other businesses!"

I can also update the site easily with Marketpath CMS, and if I ever have issues, the Marketpath support team is extremely responsive."

Scott Sauer, Sales and Marketing Project Lead