



## Leadership and Website Visibility Credibility & SEO Work Together to Drive Digital Success



Lenex Steel is made up of 150 employees in three facilities which allows the flexibility to furnish and install steel on both small and large projects. As a design and build steel fabricator with a manufacturing capacity of up to 30,000 tons, Lenex Steel is the foundation of hospitals, convention centers, education facilities, office buildings and warehouses. Working with Lenex means working with a talented team that is deep with knowledge and experience. Lenex Steel's engineers, estimators, and fabricators work with developers and contractors to turn ideas into structures.

Lenex Steel approached Marketpath about creating a new, dynamic website that better defined their company's brand and offerings. Lenex Steel needed a site that clearly highlighted the company's steel fabrication experience and industry specific expertise, along with their company's culture. After meeting with the Lenex Team, Marketpath was able to identify core features that would vastly improve the company's online perception and create future opportunities to attract new business.

### The Challenge

Lenex had an outdated website that did not reflect positively on the company, communicate the organization's leadership position, or showcase their experience providing structural steel for some of the Midwest's most impressive structures. Lenex Steel needed a partner that would help develop their digital marketing strategy and to create a web presence as impressive as the company's actual results.



### The Client

**Lenex Steel**  
www.lenexsteel.com



### Industry

Steel Fabrication, Mfg.,  
Construction



### The Challenge

Create a modern website to support Lenex brand perception, improve visibility and support sales growth



### The Solution

New mobile friendly, optimized site that communicates Lenex Steel's extensive history and leadership in steel fabrication



### The Results

Significant increases in Google rankings for targeting keywords, increased site visits and increased leads.

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## The Challenge (continued)

Working with the Lenex team, we identified three main objectives for the project:

- Develop a modern, technically savvy looking website to reflect the innovative, professional company that Lenex Steel had become
- Showcase the Lenex team talent, their vast experience and industry leadership
- Improve website visibility (traffic), not just in their home state of Indiana, but in surrounding states, to support the company's growth throughout the Midwest

## The Solution

Marketpath proposed a strategy and design that would center on five foundational components. First, the new site would focus on Lenex's steel fabrication leadership, breaking out their fabrication services to highlight expertise in specific areas: structural steel, miscellaneous steel, heavy steel fabrication, complex steel, and bridge fabrication. Second, the site would feature distinct steel fabrication projects by industry, by the type of steel service, and by location, leveraging beautiful photography to showcase Lenex's high quality work. The site would also be built with usability in mind, using mobile-friendly (responsive) design and development.

The fourth foundation of the site was to develop an ongoing content management strategy, focusing on projects and the new *Structural Steel Solutions Blog*, so Lenex can easily update their site and promote their business long after the initial launch. Finally, Marketpath developed a plan to maximize site optimization (SEO), including keyword research and prioritization, but directly related to the site design, development, and content strategy, to increase traffic and visibility for the Lenex brand.

## Results

Lenex steel has been delighted with the new site, receiving extremely positive feedback from customers and prospects alike. But they are even more excited about the positive analytics results and the increase in Google & Bing keyword rankings, in only two months of the site launch.

- In just two months, Lenex received 1,743 visits and over 7,000 page views, with over 73% of sessions coming from new visitors and over 54% of visits coming from search engines
- Lenex improved from 16 to 76 Page 1 search results (top 10 results), a 375% increase for their targeted key words
- Lenex improved from 0 to 38 Top 3 search results (on page 1) for their targeted key words
- Lenex improved from 0 to 17 #1 Ranked keywords/Phrases, including national and regional (Midwest) terms, as well as terms in targeted states

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## What Clients Are Saying

*"We love the updated look of our new website and how it highlights the strengths of Lenex Steel. With the guidance of the Marketpath team, we were able to showcase the impressive work that Lenex continues to provide through the Midwest. This new site has increased our traffic and visibility and we're excited to see where these new positive changes lead us."*

**Jenny Hutchinson, HR Manager  
& Project Lead**

