



## PENN TOOL CO.

Founded in 1968, Penn Tool Co. was just a small hardware store on Market Street in Newark, NJ. Since then, the company has grown into a leading worldwide supplier of precision measuring instruments for the metalworking community. What sets the company apart from their competitors is their commitment to supplying an abundance of advanced, high-quality tools and fast delivery.

## GOALS

After experiencing positive results with Logical Position's PPC service, Penn Tools was eager to see even further results with SEO. The company aimed to capitalize on missed opportunities from organic rankings by implementing keyword-targeted content to drive qualified traffic to high-value pages on the site.

## APPROACH

In order to increase the chances that likely customers quickly found Penn Tools in the organic search results, Logical Position implemented optimizing category pages with keyword-focused metadata and content. Keyword targeting was refined by selecting unique, long-tail keywords and including them in content on high-traffic pages.

## RESULTS

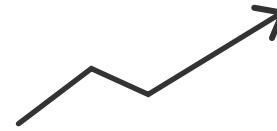
Penn Tools' goal of expanding its customer base was achieved as organic search traffic increased and the total number of new site visitors increased. In addition, the number of keywords that Penn tools ranked for in the top 3 positions of the search results page increased 55%.

# RESULTS

## Keywords Ranking in the Top 3 Positions:

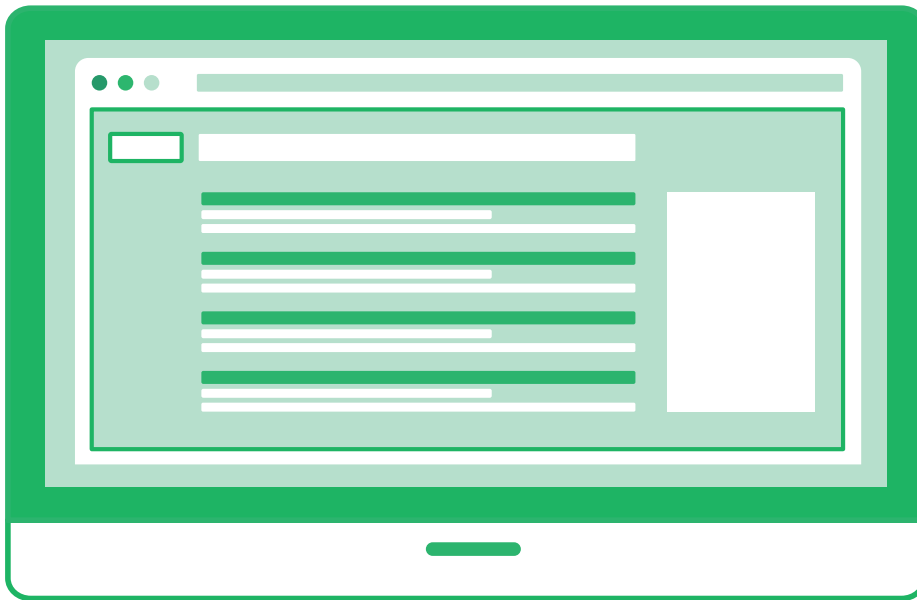
July 2017

84



November 2017

131



### 7<sup>th</sup> Position

milling machine



14,800 Searches Per Month

### 11<sup>th</sup> Position

measuring tools



5,400 Searches Per Month

# RESULTS - CONTINUED

# 76%

Increase in Organic Search Traffic



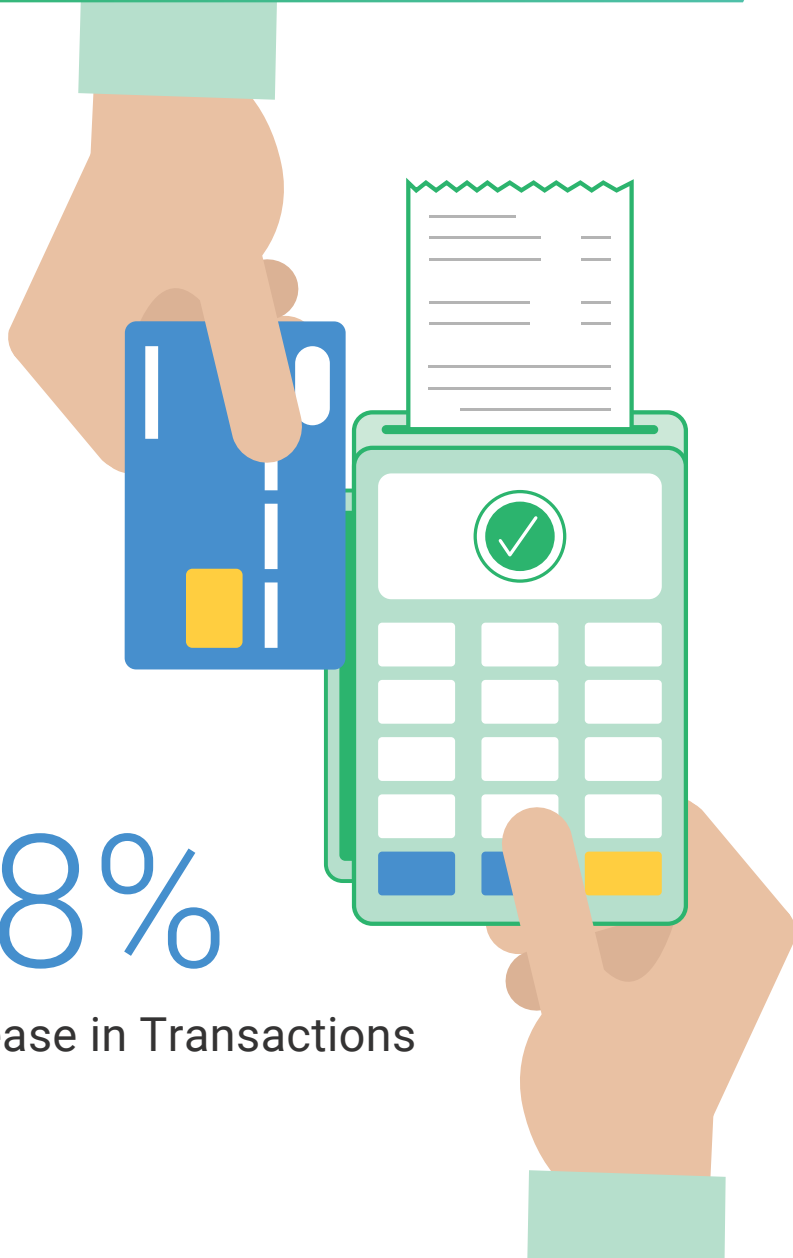
July 2017 - November 2017  
74,682 Sessions

July 2016 - November 2016  
42,547 Sessions

# RESULTS - CONTINUED

78%

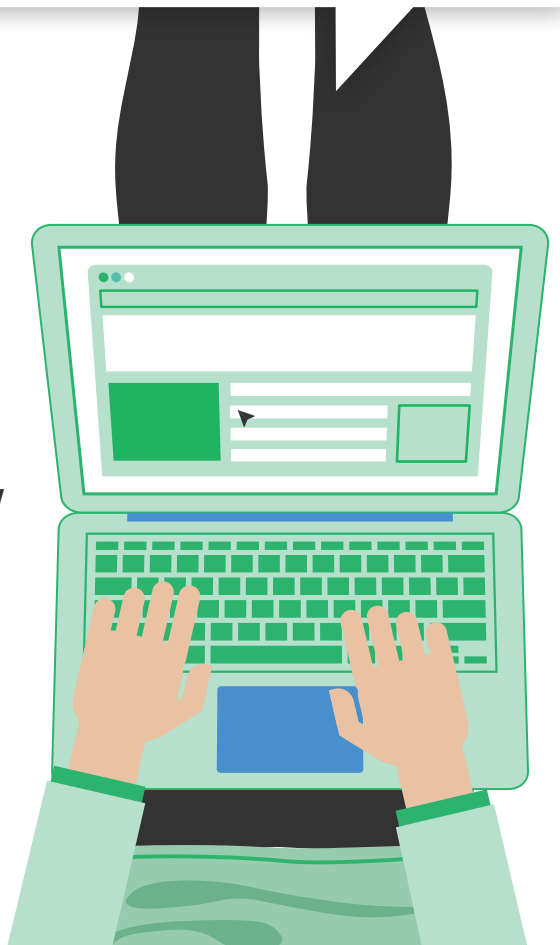
Increase in Transactions



“

*We are completely satisfied with our results using Logical Position for our Digital Marketing and look forward to continuing this relationship for many years to come.*

”



59%

Increase in New Site Users