

# Case Study to Show Tracking and Analytics



# Background

- Micromanipulator makes custom probing equipment for the Semiconductor industry
- The principal products are probe stations, probe tips, and accessories
- WSI was hired to do SEO in late 2014

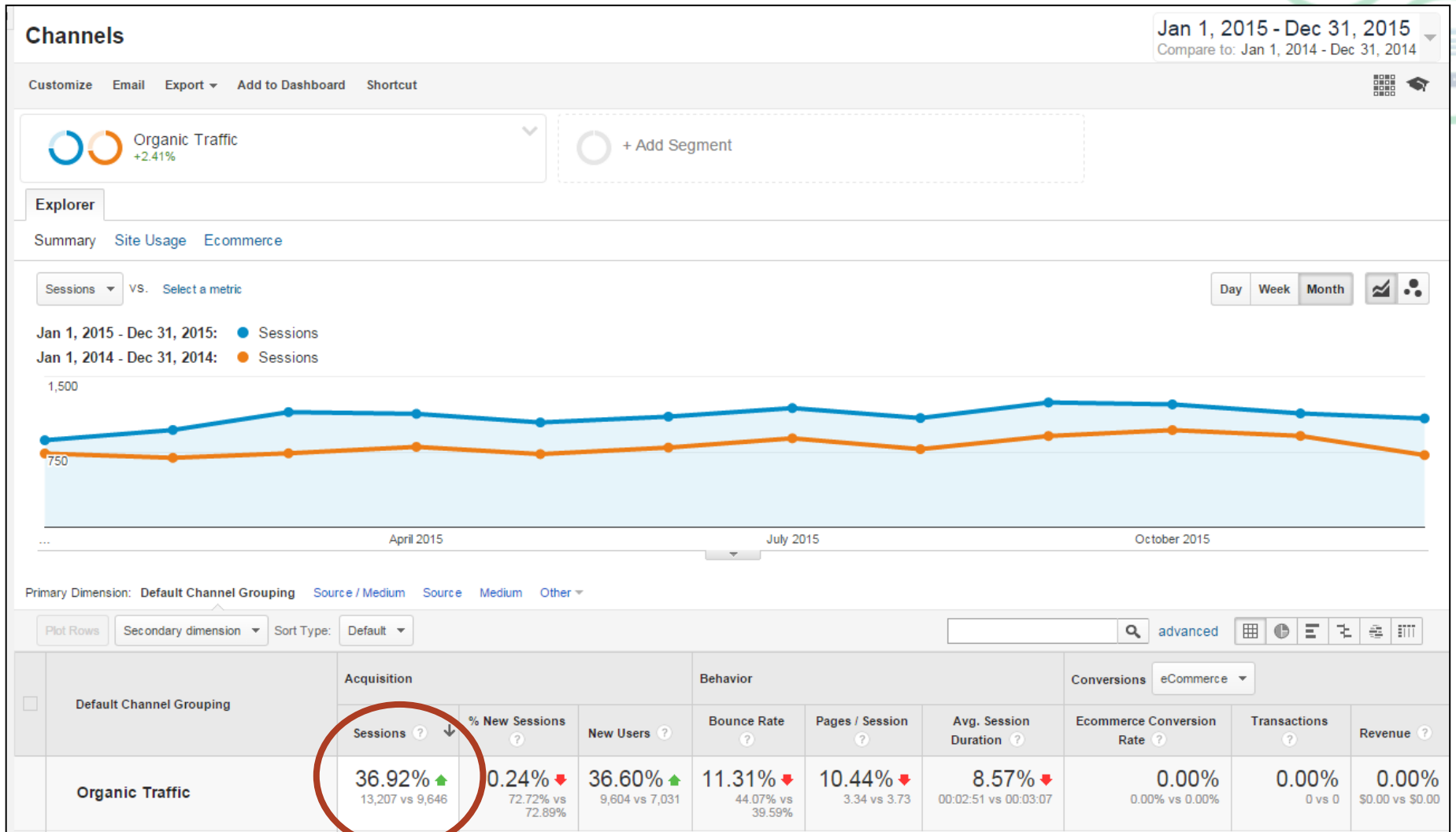
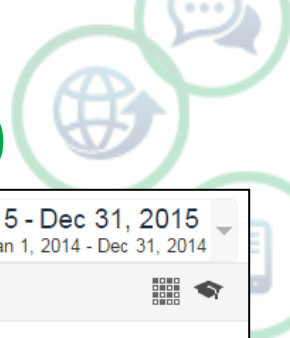


# Moved All Rankings to First Page in 6 Months

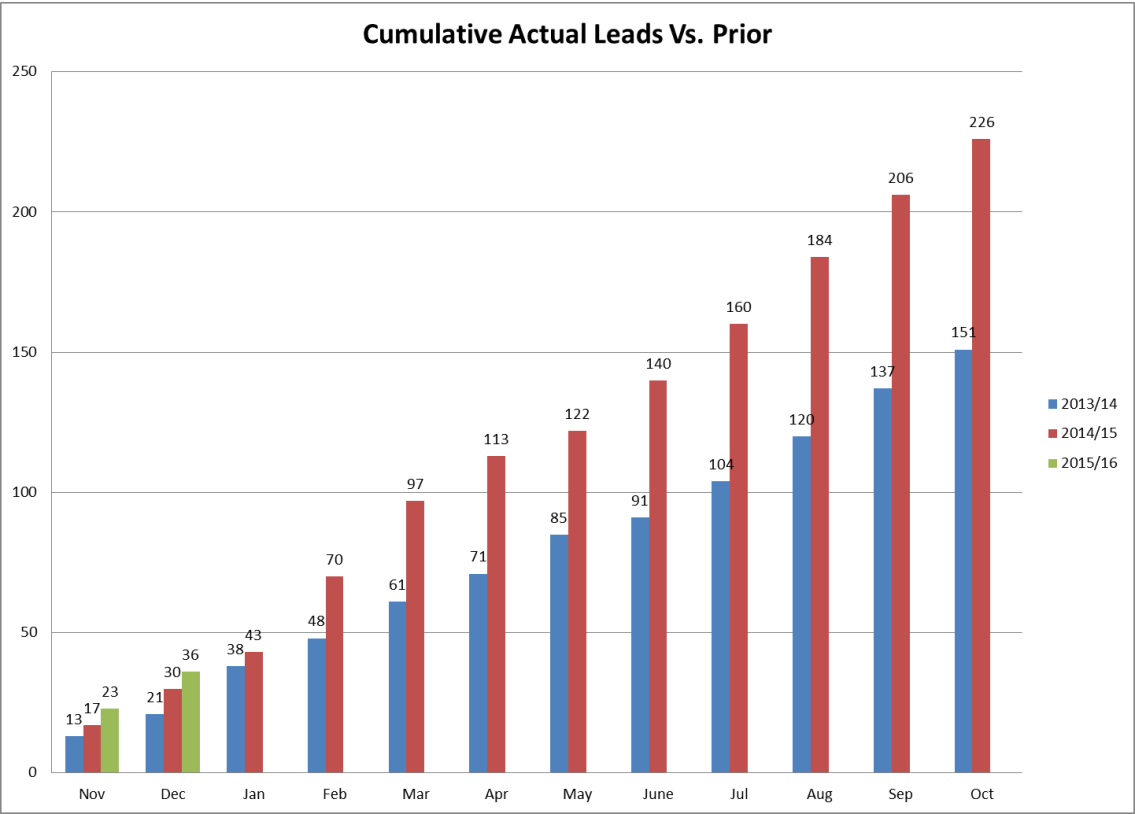
<u>Keyword</u>	<u>Avg. Monthly Searches</u>	<u>Baseline Google Rank 11-8-14</u>	<u>Google Rank 5-21-15</u>
wafer prober manufacturers	30	-	1
probe holders	20	13	1
used probe station	20	-	1
probe tip	140	-	2
probe tips	90	2	2
manual probe station	30	3	2
probe pin manufacturer	20	-	2
tip probe	10	3	2
rf probe station	30	-	4
probe manufacturers	10	-	4
probe positioners	10	-	4
wafer chuck	140	-	5
hot chucks	70	5	5
test probe manufacturers	10	-	5
probe holder	170	13	6
hot chuck	110	-	6
chuck hot	70	-	6
probe positioner	50	-	6
probe needles	40	-	6
probe stations	40	13	6
wafer probe station	40	-	6
probe needle	40	-	7
probestation	50	15	8
needle probes	20	-	8
wafer prober	210	-	9
wafer probe	140	-	9
wafer probers	30	-	9
wafer probes	20	-	9
probe station	720	13	10
needle probe	110	-	10
	2490		



# 2015 Organic traffic up +37% (+3,561 more visitors to the site)



# Cumulative Forms Up +50%



	<u>Nov</u>	<u>Dec</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	<u>Oct</u>	<u>Total</u>
2013/14	13	8	17	10	13	10	14	6	13	16	17	14	151
2014/15	17	13	13	27	27	16	9	18	20	24	22	20	226
2015/16	23	13	-24%	170%	108%	60%	-36%	200%	54%	50%	29%	43%	50%
	35%	0%											



# Business Results

- Leads were up 50% in 2015
- Sales Were Up 20% in 2015
- They have renewed and expanded the program in 2016

