



COMPANY OVERVIEW

ACR is one of the world's leading suppliers of data loggers with over one million systems sold globally to industry leaders across a range of highly regulated industrial markets. Trusted since the mid-1980's, ACR's dedicated team is committed to providing the highest level of expertise to their individual, corporate, and institutional customers.

CHALLENGE

In the pursuit to increase brand awareness and generate revenue from its key products, ACR reached out to Magnolia seeking strategic marketing counsel and digital campaign support to achieve this goal.

Magnolia's team of communications and digital marketing experts worked coherently with the ACR team as their full-service strategic digital marketing partner to help drive maximum ROI and brand awareness.

CAMPAIGN

An SEO strategy was to be developed for ACR which involves keyword research, on-page & off-page optimization, and backlink development.

STRATEGY AND TACTICS

Magnolia's high-performing digital marketing team designed a holistic digital marketing strategy for ACR. With an aim to increase brand awareness and generate revenue, Magnolia recommended that we develop and execute an SEO strategy in order to help ACR rank higher in search results and garner more visibility online for its e-commerce website. This included:

- Title Tags Analysis:** The Title tag is an important on-page SEO element (behind overall content). Magnolia created an optimized Title tag by using keywords and making it search engine friendly for better visibility.
- Meta Description Tags:** These are important for search engine rankings and in gaining user click-through from Search Engine Results Pages (SERPs). Since these were not present on their webpage, Magnolia created optimized Meta description providing ACR the opportunity to advertise content to searchers and let them know if the given page contains the information that they're looking for thereby providing a seamless user-experience.
- Sitemap.XML:** Magnolia created an optimized XML sitemap for the website in order to help Google's spiders to index all of the pages on the site properly.
- Robots.txt:** This text file tells search engine robots which pages to crawl or not. Robots.txt is by no means mandatory for search engines but search engines generally obey what they are asked not to do. Magnolia created an optimized Robots.txt for the website and uploaded the .txt onto the root folder of the website.
- Alt Tags Analysis:** Magnolia optimized the Alt Tags for the images with the respective keyword so that crawlers can easily understand what the image is all about. Google recommends putting Alt tags on the images to positively impact ACR's e-commerce store's search engine rankings.
- SEO Articles:** Magnolia crafted 4 SEO articles and published them on promotional websites to increase SEO ranking & website traffic.

RESULTS

Magnolia's SEO strategy helped improve ACR's website ranking on Google and drive significant organic traffic.



The ACR website organic traffic improved by **15.55%**



16 keywords were on Google's top 10 ranking position



23 keywords indexed out of 38 business-oriented keywords



SEO score improved significantly from **41 to 89**

TESTIMONIAL

"Magnolia Communications has played an instrumental role in our efforts to go digital with our marketing efforts. Their team is extremely knowledgeable and strategic in their approach, and is truly an extension of our marketing team. Since we started working with them, the visitors and organic traffic on our website has increased significantly. They understand client needs and create campaigns tailored to your goals and objectives."

— **Juliette Sicotte**,
Territory Manager, ACR Data Solutions