

# Allied Equipment Sales

## SEO

WA based **Allied Equipment Sales** buy, sell and source quality industrial equipment. To continue their success in the digital age, they called upon Bonfire in 2017.

**67%**

Website conversions delivered by organic search

**34%**

Keywords ranking on page 1 of Google

Results as of July 2018.



## Issue

To maintain their advantage as an industrial equipment leader, Allied Equipment Sales sought to increase their digital footprint and in turn, stand out from their competitors online. In particular, they narrowed down two key objectives – improve their brand visibility within organic search results and attract new customers.

## Methodology

Bonfire's search specialist first approach was to audit Allied Equipment Sales' organic search strategy to identify untapped opportunities. Several technical SEO issues were found including unoptimised content, which contributed to their low rankings on Google SERPs. In order to rectify these issues, optimised content was implemented across each webpage. Upon doing so, other organic strategies were applied to further improve their rankings on Google.



"Working with Bonfire has been a pleasure. We can rest assure that our digital marketing strategies are performing and being reviewed regularly. We have seen great results in the last 12 months and look forward to seeing our results grow further in the future."

Jessica Rodricks, Communications Manager at Allied Equipment Sales

## Results

Bonfire's partnership with Allied Equipment Sales' has achieved outstanding results. Within the first 12 months alone, 34% of the selected keywords were ranking on the first page of Google. In addition to that, an incredible 67% of all website conversions were delivered through organic search. They have now successfully secured their position as the preferred industrial equipment supplier.

