

CNC Masters Grows As an Industry Leader Through SEO

Tapping SEO To Increase Company Growth

CNC Masters was spending a small fortune on PPC with limited results. Despite continuing to invest heavily in paid advertising, their growth had stalled as global competitors entered the online space.

They felt SEO and content marketing were their best bet, and they decided to invest right before COVID-19 hit.

Using SEO to attract B2B buyers

As a machining company, CNC Masters knew their targeted website visitor would be hard to capture organically. After all, CNC machines aren't cheap!

They reached out to Sitemap.io for help growing their organic presence with the goal of lowering their CPL and getting more keyword rankings for their product pages.

Working with Sitemap.io

Partnering with Sitemap.io, CNC Masters adopted an entirely new SEO content strategy, focusing on ranking for product-based keywords. This included creating strategy buyer guides, expert articles, and on-page product optimizations. An essential step was teaming up with industry experts for content that's both informative and SEO-friendly.



About CNC Masters

Website: cncmasters.com

Background: For over 25 years, CNC Masters has been a leading manufacturer of desktop and tabletop CNC mills and lathes.

SEO Results

Increased Traffic and Revenue

The result was a flourishing eCommerce platform, with significant growth in organic traffic, keyword rankings, and revenue.

The focus on their product pages, including categorization and link building to product pages, rose their eCommerce revenue by 40%. The new content development massively increased their organic traffic sitewide, driving new users and growing targeted brand awareness.

Link Building

A core SEO tactic CNC Masters used was effective outreach for gaining backlinks. Over the course of 3 years, Sitemap.io built over 400 backlinks from industry-leading websites. This not only grew CNC Masters' organic traffic, but it also catapulted them as a thought leader in the machining industry.

Conclusion

CNC Masters' collaboration with Sitemap.io transformed their online visibility. They transitioned from heavy ad spend and low brand awareness to a strategy that maximized organic growth, positioning CNC Masters as a top machining brand on Google Search.

Results Highlights

- An 80% increase in product quote requests and a 137% rise in organic visitors.
- Top-10 positions for keywords such as "CNC Mill" and "Milling Machine."



CNC Masters has become one of the leading online CNC machine brands