

## CNC Masters Grows as an Industry Leader Through Content Marketing

### Diversifying Digital Growth

CNC Masters was spending a fortune on PPC due to global competition with other manufacturing and machining brands. They felt adding content marketing and link building was their best bet, and they decided to invest right before COVID-19 hit.

### Using Content to Attract Industrial Clients

As a machining company, CNC Masters knew their targeted website visitor would be hard to capture on any channel. After all, CNC machines and manufacturing services aren't cheap! They reached out to Sitemap.io to grow their online presence with the goal of lowering their CPL and increasing keyword rankings for their core pages.

### Working With Sitemap.io

Sitemap.io developed an entirely new content strategy and funnel that focused on targeting CNC Master's ICP of mid-size machining and industrial companies.

Sitemap began to drive relevant traffic through in-depth manufacturing articles, product landing page optimizations, and off-site guest posting. We developed white papers for lead generation and built an email funnel to nurture CNC Master's growing prospect base.



#### About CNC Masters

**Website:** [cncmasters.com](http://cncmasters.com)

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

## SEO Results

The result of the campaign has been significant growth in keyword rankings, online traffic, and organic conversions.

The work on their product pages, including categorization and link building, increased their online sales by 40% in 18 months. The content strategy has massively increased their new and returning traffic sitewide, driving targeted users to their landing pages and blogs and substantially growing their email list.

## Domain Authority Growth

A core SEO tactic Sitemap.io employed was outreach to gain backlinks. Over the course of three years, Sitemap.io has built over 400 backlinks from industry-leading websites. This has served to not only grow CNC Masters' organic traffic but has also catapulted them as a thought leader in the machining industry.

## Email Marketing Conversions

Several lead generation funnels were created for different target audiences, including both professional machinists and hobbyists. The content funnel has grown CNC Masters' email list substantially, and conversions from email marketing increased by over 30% in just four months.

## Conclusion

CNC Masters' collaboration with Sitemap.io has transformed its online visibility. The brand transitioned from relying solely on paid traffic and having poor brand awareness to a strategy that maximized online growth through multiple channels and followed a proven funnel that positioned CNC Masters as a top machining brand online.

## 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."
- 30% increase in conversions from email marketing



*CNC Masters has become one of the leading content brands in the manufacturing & machining industry*