



CLIENT
Gel Company

LOCATION
San Francisco, CA

INDUSTRY
Life Sciences

Overview

Founded in 1995, Gel Company develops, manufactures, and supplies low cost products to the Life Science research community. Gel Company develops, manufactures and supplies innovative tools for Proteomics, Genomics, Cell Biology, Liquid Handling and Microarray to scientists around the world. The Gel Company came to WebiMax with the goal of helping customers quickly find what they are looking for along with high SEO rankings for products and increased website traffic.

Project Summary Highlights – Digital Marketing

- Conducted an in-depth analysis to find the source poor organic rankings
- Optimized onsite SEO elements.
- Created a blog for the site to engage technical clients creating awareness for products and increasing site traffic.
- On average, visitors from the blog have spent over 10 minutes on the site.
- Achieved Google ranking increase for keyword terms on first two pages to 49 from 1 within 6 months with 2 terms in spots 1-3, 10 terms in spots 4-10, and 37 terms in spots 11-20. 20.63% increase in organic traffic to the site.
- 38.21% increase in average session duration with 18.20% increase in pages/session. Mobile Site Development