



Overview

Manufacturer and distributor of pins and many other promotional products. More than just pins...recognize, inspire, promote. When Pinmart first came to Webimax in May 2011, they had the goal of increasing organic search traffic and conversions. At the onset of the campaign, they averaged about 23,143 organic visits.

CLIENT
Pinmart

LOCATION
Mount Prospect, IL

INDUSTRY
Retail Promotional Products

Project Summary Highlights – Digital Marketing

- Performed in-depth site analysis that included technical evaluation of the website.
- Executed technical changes to the back end of the site to show the search engines the site has high web relevance
- Social media marketing to increase brand awareness and community involvement
- Proactively adapt to the frequently changing standards and practices of Google and the other search engines
- 81.10% Increase in organic search traffic - from 23,143 visits to 41,912
- 15.21% Revenue increased. Keywords in the top 20 of Google increased to 1,750 from 1,116.