



Project: Search Engine Optimization / Hosting / Web design animation

Year: 2004-2005

Website: www.universalboot.com

Overview

In operation since 1986, Sabodoin Manufacturing Inc designs and distributes high quality security products for the transportation and retail industries as well as wheel immobilizers for private owners and the parking industry. They are among the leading manufacturers of industry specific theft deterrent products in North America. Their 4 main products are wheel boots, kin pin locks, pintle hitch locks, and anti-lifting container agents.

Challenge

Sabodoin Manufacturing required:

- Re-branding
- A new sales and marketing oriented website
- A significant increase in U.S. market share
- Worldwide product visibility on all major search engines

Solution

After assessing their competition, competitive edge, and market opportunities we redesigned their logo and website.

In order to infiltrate the U.S. market they required a sizeable website presence on all major search engines. They needed to be visible to potential clients looking for their products and win them over upon the prospects landing on their website.

By targeting certain keyphrases customers searched for we were able not only access their target market but open up a new area of the market where customers did not know them and did not know their products.

Using the internet we identified prime prospects and build market traction without the cost of mass media marketing or face to face sales. This significantly reduced the cost of breaking into the U.S. market.

Result

An accessible, professional web presence that effectively sells their product.

400% increase in targeted traffic deriving from search engines.

More online visibility than all their competitors.

Sold to clients such as Wal-Mart and Sears.

Groupmedia.com, from on-line presence to on-line success.