How BoxCrush Brought an Industrial Company Into the
DIGITAL AGE
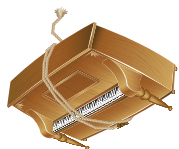
BoxCrush®

Industrial Valve, an Alabama-based valve dealer, service provider, and warehouser established in 1975, grew its business over the years, adding a location in Tennessee and Louisiana.

Despite its strong customer portfolio, leadership recognized that the company would need to improve its digital presence in order to remain competitive in its niche industry.

In 2019, Industrial Valve hired BoxCrush to address four concerns:

1 The site content was sparse, unengaging, and didn't explain all of the company's services

2 The website did not offer a good user experience

3 The company's marketing team needed a way to track the actions of website visitors

4 Current marketing efforts weren't driving traffic to the website

The BoxCrush team then began creating a plan that would solve this client's problems.

First Steps:
Evaluating The Website

When building a new website, BoxCrush always aims to preserve any pages that are drawing traffic. That process begins with a content audit – a review of every piece of content on a website.
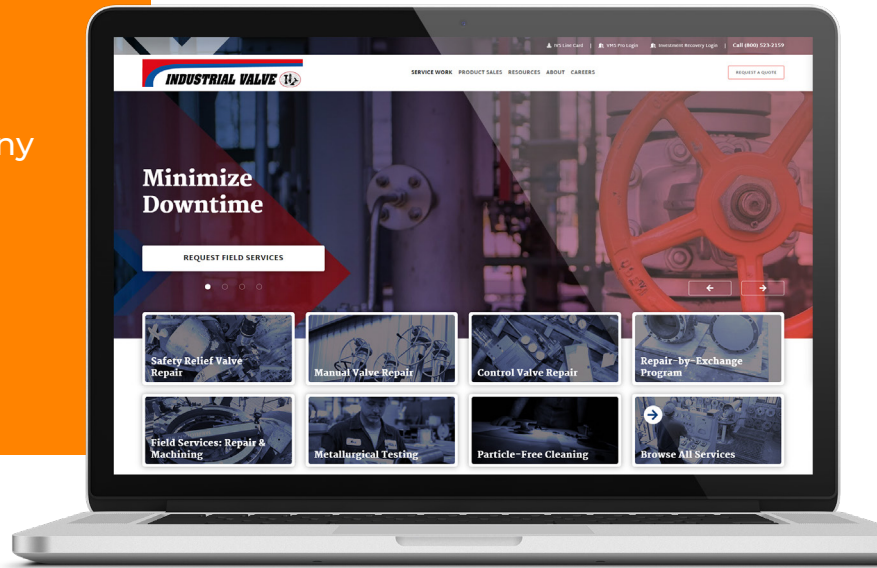
Industrial Valve's website had a few pages with meaningful organic traffic, but the site had only 17 pages; BoxCrush suggests a minimum of 20 pages for a website.

The BoxCrush team recommended 15 new pages:

A page for each of the **services** (which were grouped on a single page)

A **blog section** and blog posts about valve maintenance

An **About Us** page and other pages that visitors expect to find on a website

BoxCrush's user experience (UX) designer proposed reorganizing the site to create a more logical flow, and to help visitors more easily find information.

Next Steps:
Developing a Strategy

Knowing the website build would take several months, the BoxCrush marketing team rolled out a strategy immediately to ensure the client was seeing a return on investment well in advance of the site launch.

In this onboarding stage, the highest priorities were to develop a consistent presence for the brand and make use of available technology to gain insights about the client's customers.

To do that, BoxCrush focused on these objectives:

Improving Google Ads and Using Google Analytics

The client had Google Ads campaigns but wasn't using Google Analytics to track whether people were clicking on ads to get to the website. BoxCrush assumed management of Google Ads, refined the target audiences, and began tracking ad interactions.

Claiming and Editing All Location Listings

Accurate, consistently updated Google My Business listings boost visibility in organic search and map results, but Industrial Valve's online business listings were inconsistent and inaccurate – they had claimed only one of their three locations on Google My Business, and they were not updating their business information regularly.

BoxCrush created a custom header matching the theme of the new website design, claimed the other Google My Business locations, and added the header to those three listings. BoxCrush found all of Industrial Valve's listings on the internet and updated them to be consistent.

Enhancing Social Media

Industrial Valve had been posting on social media, but not consistently. BoxCrush updated social profiles with the new header, created a social media calendar, and began posting on the client's behalf.

Using HubSpot to Automate and Track Actions

Per BoxCrush's recommendation, the client created an account in HubSpot, a feature-rich marketing, sales, and customer relationship management platform. As a HubSpot Solutions Partner, BoxCrush was able to set up the client's email marketing and automation, launch email campaigns, and track important metrics including email opens, read time, click-throughs, and bounces, as well as webpage views and user actions.

The Results

BoxCrush's pre-launch marketing efforts were successful in driving traffic from social media to the old site.

When the new site – built in WordPress – launched, the fresh content kept visitors on the site longer, increased visitor session time, and decreased the bounce rate.

The "About Us" page became the fourth highest-ranking page on the site.

After assuming control of Google Ads in January 2020 and refining ad strategies in the first quarter, BoxCrush saw significant results in Q2. The number of ad clicks decreased by 52%, but the **conversion rate increased by 71%** – proof that focusing on smaller and more specific user groups is effective. As ads become more effective, Google rewards its customers with a lower cost-per-click (CPC), and Industrial Valve's **CPC decreased by 59%** in Q2.
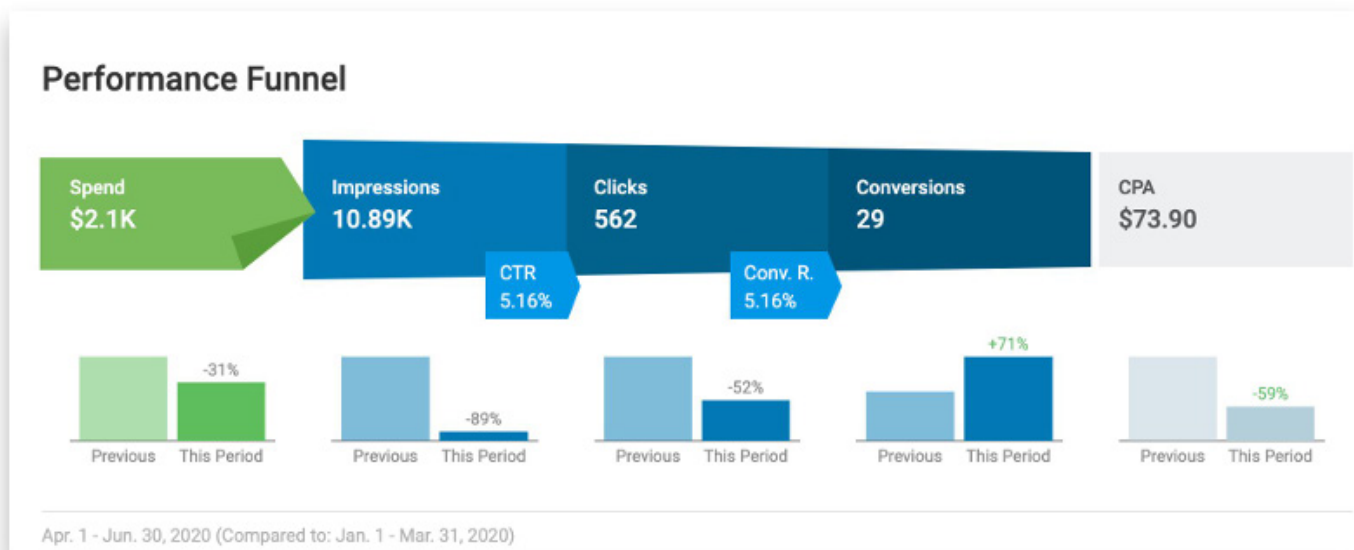
BoxCrush delivered what the client needed: Increased traffic to a fresh website with engaging content, and as an ongoing partner, Industrial Valve can count on BoxCrush to provide detailed reports about Google Ads interactions, website visitor behavior, and email newsletter engagement.

BoxCrush®

Don't let an outdated website compromise your success.

Talk to BoxCrush today.

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