

# CASE STUDY

## SEO



CLIENT: Manitou  
INDUSTRY: Boat Manufacturing and Retail  
TENURE: May 2014 - Present

Manitou Pontoon Boats is an industry leader in the manufacture of leisure, luxury, and performance pontoons.

### CHALLENGE

Manitou Pontoon Boats is in an industry where incredibly high-ticket products mean every new sale is incredibly valuable. For this reason, cost per clicks from Adwords is exceedingly pricey. So Manitou Pontoon Boats was looking to drive new traffic in a more affordable and scalable way with SEO.

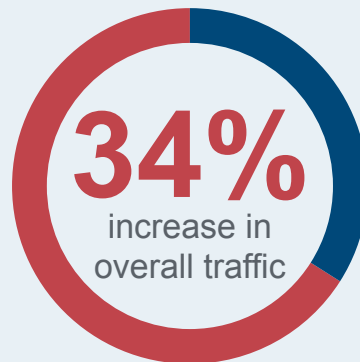
### STRATEGY

The goal was to give Manitou Pontoon Boats the brand authority with Google to build an organic footprint that could consistently drive profitable leads to the website. To achieve this, we implemented a comprehensive SEO campaign, including detailed technical onsite optimization, social media marketing and a viral targeted content campaign.

### RESULTS

Manitou Pontoon Boats is seeing an enormous influx of new business thanks to growing online presence.

**1<sup>ST</sup> page rankings**  
for top keywords



within their first two months

