Inov8lab improves all metrics across Marco Institute's online marketing campaign

About Marco Institutes

- Marco Institute

- Located in Portsmouth, Rhode Island
- Wastewater treatment technology
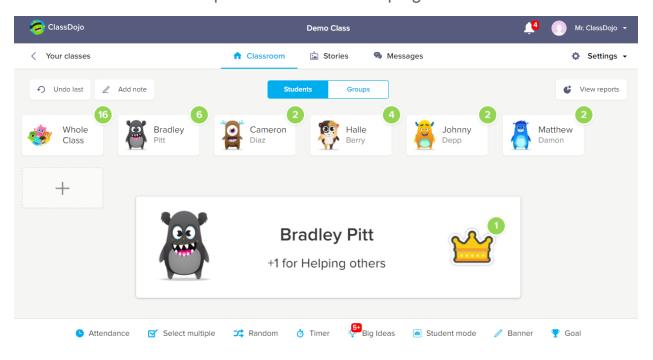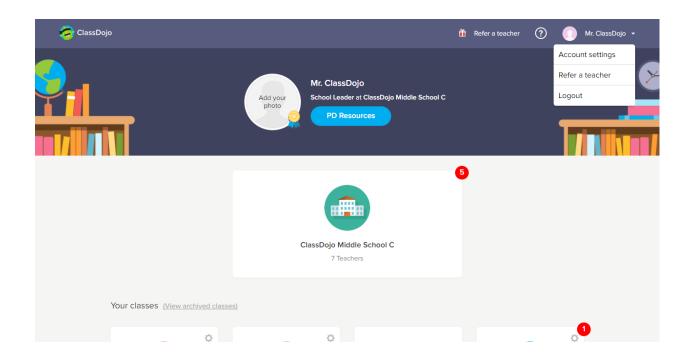- Provides solutions to a wide variety of industries

Goals:

- Generate more leads
- Lower CPC rates
- Increase conversions
- Increase website traffic

Why They Came to Us

It is no surprise that the Marco Institute company culture reflects the same values as mindfulness, perseverance, gratitude, and empathy. The Head of Marketing is pretty familiar with the cold pitch email. Like most of us, when he receives unsolicited emails,

he typically deletes them. But the cold pitch email from Inov8lab caught his attention for one specific reason: our culture.

Marco Institute is still a relatively small, nimble startup, so every hire they make needs to be strategic; when they first engaged with Inov8lab, an internal SEO specialist didn't make sense. To an extent, it still doesn't. With Inov8lab, client have a dedicated SEO team that is continuously evaluating the SEO strategy to help them get better results. Plus, Inov8lab unspoken value-add is that we leverage our extensive and ever-increasing knowledge of SEO to improve the client's campaign.

Management at Marco Institute knew they needed to hand their online marketing over to a company that specializes in PPC campaigns and SEO, to ensure they were getting the most exposure for their dollar.
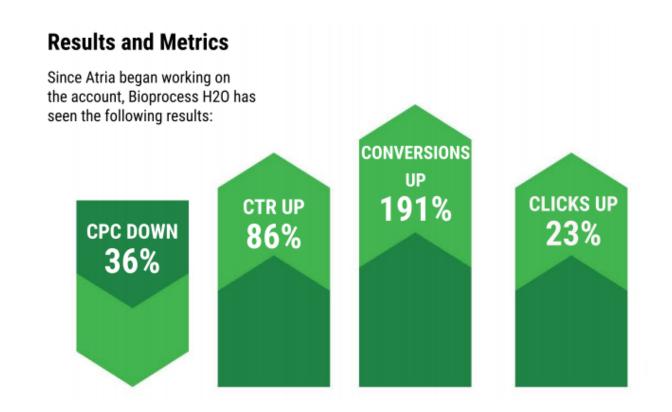
And so, with this goal in mind, they got in touch with Inov8lab.

Taking control

The first step Inov8lab took to get Marco Institute online marketing back on track was to conduct an in-depth audit of their existing strategies, and to explain how to improve it in a way that made sense to them.

Their management team were also impressed by the fact they didn't have to sign any contracts with us, and could part ways at any time if they felt we weren't providing value to their online marketing efforts.

The Numbers Say It All

Results and Metrics

Since Atria began working on the account, Bioprocess H2O has seen the following results:

CPC DOWN 36%

CTR UP 86%

CONVERSIONS UP 191%

CLICKS UP 23%

What we achieved with

Marco Institute is a perfect example of how Inov8lab can make a startup or small company stand out. Inov8lab led Marco Institute SEO growth to deliver over 1,000% growth which puts them lightyears ahead of their competition. Thanks to Inov8lab ,Marco Institute can retain their "small team, big results" mentality while executing a behemoth marketing campaign.

Year-over-year,Marco Institute skyrocketed in sitewide organic traffic. Sure, 80% might not sound like something to brag about but when that percentage

is based on an increase from 22,515 visits to 40,527 we think it's worth celebrating!

Featured Snippets Enhance Authority

Featured Snippets are callouts on Google's first page that provide a concise answer to the user's question, without them having to click on any links. Marco Institute has Featured Snippets for both branded and non-branded keywords. For users searching for Marco Institute, the immediate "zero position" result on Google increases trust and gives Marco Institute authority above the competition.

Increased Keywords Ranked

Marco Institute's SEO presence has continued to build month-over-month for the past year with over 11,000 keywords ranking in the Top 100. Plus, organic traffic increased by over 300,000 visits. With a team of less than 25 employees, all with titles like Engineering, Product, or Design, and only one with Marketing Marco Institute is outsmarting their competition by partnering with Inov8lab to reach more people online who care about improving education.

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Future Growth

Conversion rates are steadily improving for Marco Institute, and the quality of their traffic is better since Inov8lab began managing their AdWords and SEO.

Management at Marco Institute are impressed with the improvements in their marketing, and plan to continue using Inov8lab to manage their campaigns in the future.

They're currently focusing on making changes to their website, and have asked us to help them:

- Improve appearance
- Make the website more noticeable
- Improve call-to-actions
- Fix broken links
- Optimize mobile response times