

Case Study

Victory Packaging SEO

Through keyword analysis, content optimization and SEO strategies, HexaGroup helped Victory Packaging improve website performance and brand awareness.

Background

Victory Packaging is the only national company that specializes in solving packaging complexities and optimizing total cost associated with packaging for its clients on a national and local basis. Based in Houston, Texas, Victory Packaging has more than 65 warehouses and distribution facilities in the United States, Canada and Mexico.



Objectives & Challenges

Having launched a new website in 2015, Victory Packaging wanted to focus on improving website performance and brand awareness through SEO.

Victory Packaging was experiencing the following SEO-related challenges:

- No strategic SEO approach, unsure of where to focus content-related efforts
- Low organic traffic
- Limited number of keywords ranking in target market areas

IN 1 YEAR...

122.7%
growth
in positioned keywords

43.9%
increase in
organic traffic

754.5%
growth
in keywords ranking within
target market segments

Visit Website

www.victorypackaging.com

Solution & Strategy

HexaGroup developed an SEO strategy with three key objectives to address Victory Packaging's challenges:

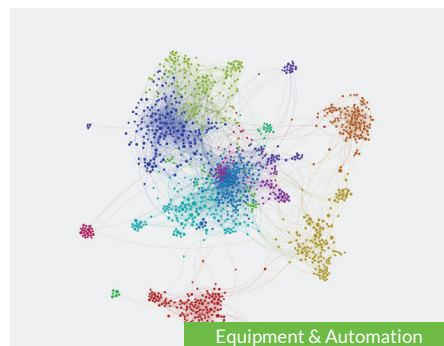
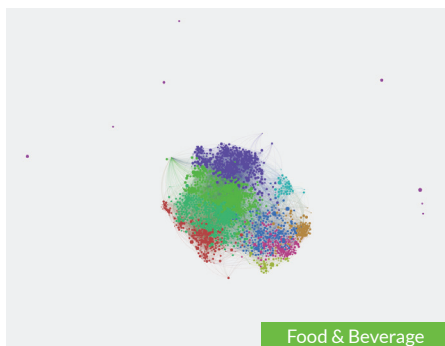
1. Gain insight into the search queries of the target audience, competitive positioning in target areas, and ranking opportunities
2. Increase organic traffic.
3. Increase keyword rankings overall and in target markets of Food & Beverage, Equipment & Automation, and Flexible Packaging.



How:

Conduct Clustaar Keyword Analysis to identify search trends/competitive landscape and develop SEO strategy.

HexaGroup's proprietary [Clustaar Keyword Analysis](#) automates the segmentation and visualization of search queries, and converts these trends into simple and actionable intelligence. Data allows HexaGroup to determine and visualize the size and segmentation of markets, show positioning in the overall competitive landscape, and discover target audiences' search trends and habits. To help guide digital marketing strategy, a Clustaar analysis was conducted in three of Victory Packaging's target market segments: Food & Beverage, Equipment & Automation, and Flexible Packaging.



Develop new content while optimizing existing content.

Using the Clustaar data, HexaGroup was able to identify content gaps and on-page optimization opportunities. By reviewing related keywords, new pages were planned to meet the information needs of target audience search queries. Keywords were then strategically selected based on relevance, search volume and competition. HexaGroup then accelerated content development through new website pages targeting short-tail keywords and blog posts targeting selected long-tail keywords. A total of 34 new website pages were created to identify and address content gaps, including: 7 pages to expand the Food & Beverage industry section, a new Products section containing 14 new pages, 6 subpages in the Equipment & Automation section, a new Solutions section with 6 pages, and a new page to target the Automotive industry. In addition, monthly blog posts featuring targeted long-tail keywords were published to improve Victory Packaging's Google ranking for those keywords.

The data also allowed Hexagroup to identify the most appropriate short tail keywords based on search volume and competition to optimize existing website pages. On-page optimization techniques included incorporation of target keywords in the title tag, URL, content, headings, alt text, and metadata.

Implement internal linking techniques.

To help improve crawlability, increase ranking potential for pages, and create a more valuable user experience, HexaGroup focused on interlinking to relevant pages within the body copy of each page. In addition, the new Products section was crosslinked with Food and Beverage applications to show related product information beneficial to the user. For example, the [Bakery](#) page shows related products of Shrink Packaging and [Clamshell Packaging](#). These pages then show more related products including Retail Packaging and Bakery Packaging. Crosslinking in the mega menu was also implemented.

Improve local SEO.

Victory Packaging has more than 65 warehouses and distribution facilities in the United States, Canada and Mexico—all listed on a single web page. To help support local SEO, HexaGroup worked with Victory Packaging to claim and verify the Google My Business pages for all U.S. locations, ensuring that each business listing was complete with the most up-to-date information.

Perform continuous technical improvements for SEO.

Technical improvements were made on a regular basis to improve site performance for SEO. To increase site security and satisfy the HTTPS ranking factor, HexaGroup implemented an SSL certificate on VictoryPackaging.com.

Results

Thanks to the SEO techniques that were implemented throughout the year, VictoryPackaging.com has achieved the following progress:

43.9%
increase in
organic traffic
over 2015

52%
of leads
coming from
organic traffic

- Increase in organic traffic
 - 43.9% increase in organic traffic from 2015 to 2016 (83,049 vs. 119,474)
 - 52% of leads coming from organic traffic
- Local SEO: Organic traffic increase in major cities with a Victory Packaging location, compared to 2015

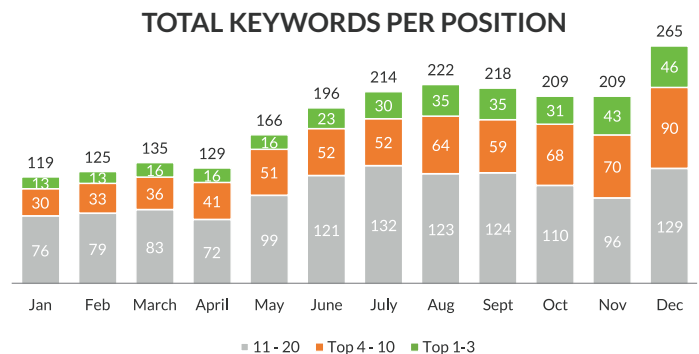
- Houston: up 2.13%
- Chicago: up 42.58%
- Seattle: up 107.37%
- Dallas: up 24.87%
- Atlanta: up 48.77%
- Los Angeles: up 121.30%
- San Antonio: up 53.69%

122.7%
growth
in positioned
keywords since
January 2016

265
target
keywords
target keywords
ranking on the first
two pages of Google

754.5%
growth
in keywords ranking
within target
market segments

- Increase in overall keyword rankings
 - 122.7% growth in positioned keywords since January 2016
 - 265 target keywords ranking on the first two pages of Google
 - Google page 1: 216% increase in ranking keywords
 - Google page 2: 70% increase in ranking keywords
- Increase in target market keyword rankings
 - 754.5% growth in keywords ranking within target market segments (From 11 to 94)
 - Food & Beverage - 725% increase
 - Equipment & Automation - 1,200% increase
 - Flexible Packaging - 100% increase



Capabilities



Strategize

Clustaar Digital Market Analysis

- Market Segmentation
- Competitive Analysis
- Market Trends
- Digital Strategy Planning

Strategy

- Strategic Planning
- Marketing Communications Planning
- Branding / Messaging

Develop

Marketing Anchors

- Visual / Messaging Themes
- Print
- Digital Media
- Mobile Apps

Growth Driven Website

- Information Architecture
- Visual Design / UI / UX
- Technical Implementation
- Content Development
- Hosting Maintenance

Perform

Marketing Technology

- Marketing Automation
- CRM
- Lead Sourcing
- Analytics
- Enterprise Content Management

Marketing Performance

- Inbound / Content Marketing
- Lead Generation
- Social Media
- SEO
- Events
- Advertising