



US MICRO SCREW

As a leading international supplier and distributor of high-quality custom micro screws and miniature fasteners, US Micro Screw provides solutions to some of the world's largest contract OEMs and manufacturers. By operating a network of world-class technical professionals, they offer the widest selection of products in the industry while also catering to many specialized fields.

GOALS

US Micro Screw hired Logical Position to further grow their online presence through various SEO targeting tactics. The company's overall goals were to drive more relevant, qualified organic traffic to the site and increase brand awareness.

APPROACH

Over a period of two years, Logical Position optimized US Micro Screw's existing web pages and built several new pages that included keyword-focused metadata and content. The agency also created 50+ on-site blogs, 70+ off-site articles, and 40+ featured news pieces to promote the site and build domain authority.

RESULTS

Since partnering with Logical Position in 2016, US Micro Screw has seen exponential growth. Their organic visitors per month has increased by 267% and the total number of organic keywords they rank for has grown by 483%. They've also reached 78 referring domains—their highest ever.

RESULTS

Increase in Organic Search Traffic



TOTAL GROWTH

November 2018
2,200 organic visitors/month

August 2016
600 organic visitors/month



YEAR-OVER-YEAR GROWTH*

New Users Increased

76%

Number of Sessions Increased

68%

Total Users Increased

74%

RESULTS - CONTINUED

Growth in Keyword Rankings

Before Logical Position

Ranked Keywords: **162**
First-Page Keywords: **28**



After 2 Years with Logical Position

Ranked Keywords: **945**
First-Page Keywords: **115**

First-Page SERP Keywords*

1st Position

custom set screws



1st Position

custom screw manufacturer



2nd Position

small screws



4th Position

custom screws



6th Position

tiny screws



Logical Position has done extraordinary work with our SEO campaign. US Micro Screw has seen substantial, consistent growth in high-quality traffic and sales numbers. We look forward to continued growth and positive results in the years to come.

