

QUALITY LEADS THROUGH SEO

ABOUT C.H. REED. Since 1948, C.H. Reed has helped manufacturers across all industries reach new levels of production efficiencies with their compressed air systems and paint finishing & fluid handling equipment. With a total of 91 employees, C.H. Reed is headquartered in Hanover, PA and has 4 branches throughout PA and into OH. Their sales and service footprint covers the entire mid-Atlantic region to serve a variety of industries including transportation, food, paper and machinery.

THE CHALLENGE. C.H. Reed first engaged with MANTEC, a NIST PA MEP regional office and member of the MEP National Network, in 2011 on a LEAN Certification and continuous improvement projects. Since that time MANTEC has provided HR, sustainability and technology assistance. C.H. Reed turned to MANTEC for expert assistance to leverage a new website to generate inbound sales leads through comprehensive online marketing.

MEP CENTER'S ROLE. MANTEC's expert worked with C.H. Reed to improve the Search Engine Optimization (SEO) of the website. This included improving local site listings, developing online marketing content/articles, achieving backlinks to new content from other websites, and performing other specialized activities to increase website engagement. The overall goal was to improve C.H. Reed's domain authority over time.

"C.H. Reed's new website wasn't going to do us much good if prospects weren't finding it through different keyword search results in search engines. MANTEC connected us to an expert that ensured we were ranking on searches for our products and services. Our website now generates quality leads for growing our business."

-Shane Vrankin, Marketing

RESULTS



40% increase in organic traffic from 2018 to 2019



15% increase in web form submission, higher quality leads



1% sales increase from 2018 to 2019



Market share growth in Ohio

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