



# Launch Delivers More Web Traffic to McMillan's Newly Designed Website

## ABOUT MCMILLAN

By developing technologies that offer reasonable cost, precise measurement, and compact size, McMillan products solve many challenges encountered in instrumentation and equipment design. As a family-owned small business, friendliness, helpfulness, and willingness are instrumental to continued success.

*“Throughout this engagement, Launch Marketing has been very proactive by sharing ideas for improving our pay-per-click campaigns and increasing our ROI. We have been consistently impressed with their results-focused mindset and professionalism and look forward to continued success.”*

- Bob McMillan, President, McMillan Flow Products

## The Project

McMillan Flow Products, a world leader in providing flow measurement and control products to engineers from various industries, realized they needed a better, more efficient way of acquiring customers through their website and wanted to boost their online presence to reach a larger audience on the web.

## The Results

In February 2016, McMillan launched their redesigned website and once live, Launch Marketing was involved in optimizing it to support online lead generation efforts. Launch supported McMillan's business goals by generating new, SEO-optimized content to support traffic growth.

Over a six-month period, Launch increased McMillan's website visitor traffic by 13% and is now capturing and tracking conversions with dedicated PPC landing pages based on product types.

Launch has also helped McMillan's content generation efforts by writing monthly blog posts to support organic traffic and SEO.

Launch worked with McMillan on:



LEAD  
GENERATION



INTERACTIVE +  
ONLINE



CONTENT +  
COLLATERAL  
CREATION



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## **OPTIMIZED ONLINE LEAD GENERATION**

- *developed SEO-friendly content for newly launched website*
- *wrote monthly blog posts to support SEO and lead gen efforts*
- *increased web traffic by 13% in six months*

