

The background of the entire page is a detailed 3D CAD rendering of various mechanical components, including gears, bearings, and housing parts, overlaid on a technical drawing grid. The components are shown in a light grey or metallic color, with some parts highlighted in a darker blue. The perspective is from a slightly elevated angle, looking down at the parts.

«Evapco Inc» selling cooling equipments for small B2C industry. Client applied our company for rising potential audience, growing natural search results, increasing call traffic

Evapco [home](#)

**Growing natural search results  
and call traffic**

# Before start indicators

Researches shown low competitors activity that allowed not to rise budget on pay advertising

Web page analysis gave information about bug code. Unattractive product's description feared customers to move further steps

A/B testing predicts potential threats on the beginning of advertising period

319



2010



109



Clicks

Bounce rate

CTR

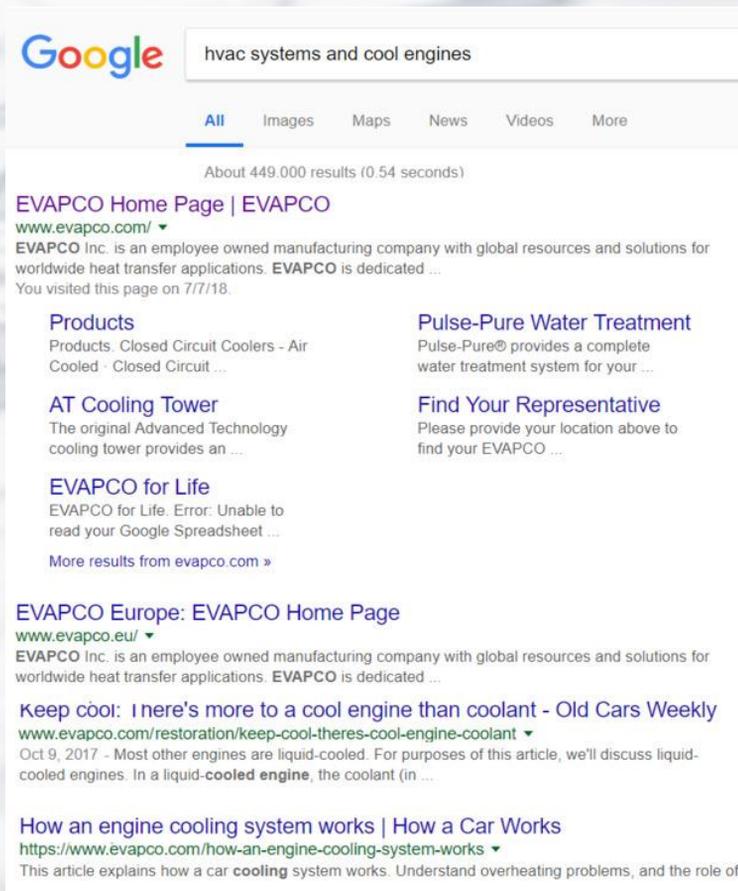
1.5K

65%

3.7 %

# Search Optimization

- Positive and negative keys
- Unique products description
- Fixing broken links
- Meta tags
- Web code optimization



Google

All Images Maps News Videos More

About 449,000 results (0.54 seconds)

**EVAPCO Home Page | EVAPCO**  
[www.evapco.com/](http://www.evapco.com/) ▼  
EVAPCO Inc. is an employee owned manufacturing company with global resources and solutions for worldwide heat transfer applications. EVAPCO is dedicated ...  
You visited this page on 7/7/18.

<b>Products</b> Products. Closed Circuit Coolers - Air Cooled - Closed Circuit ...	<b>Pulse-Pure Water Treatment</b> Pulse-Pure® provides a complete water treatment system for your ...
<b>AT Cooling Tower</b> The original Advanced Technology cooling tower provides an ...	<b>Find Your Representative</b> Please provide your location above to find your EVAPCO ...
<b>EVAPCO for Life</b> EVAPCO for Life. Error: Unable to read your Google Spreadsheet ... <a href="#">More results from evapco.com &gt;</a>	

**EVAPCO Europe: EVAPCO Home Page**  
[www.evapco.eu/](http://www.evapco.eu/) ▼  
EVAPCO Inc. is an employee owned manufacturing company with global resources and solutions for worldwide heat transfer applications. EVAPCO is dedicated ...

**Keep cool: I here's more to a cool engine than coolant - Old Cars Weekly**  
[www.evapco.com/restoration/keep-cool-theres-cool-engine-coolant](http://www.evapco.com/restoration/keep-cool-theres-cool-engine-coolant) ▼  
Oct 9, 2017 - Most other engines are liquid-cooled. For purposes of this article, we'll discuss liquid-cooled engines. In a liquid-cooled engine, the coolant (in ...

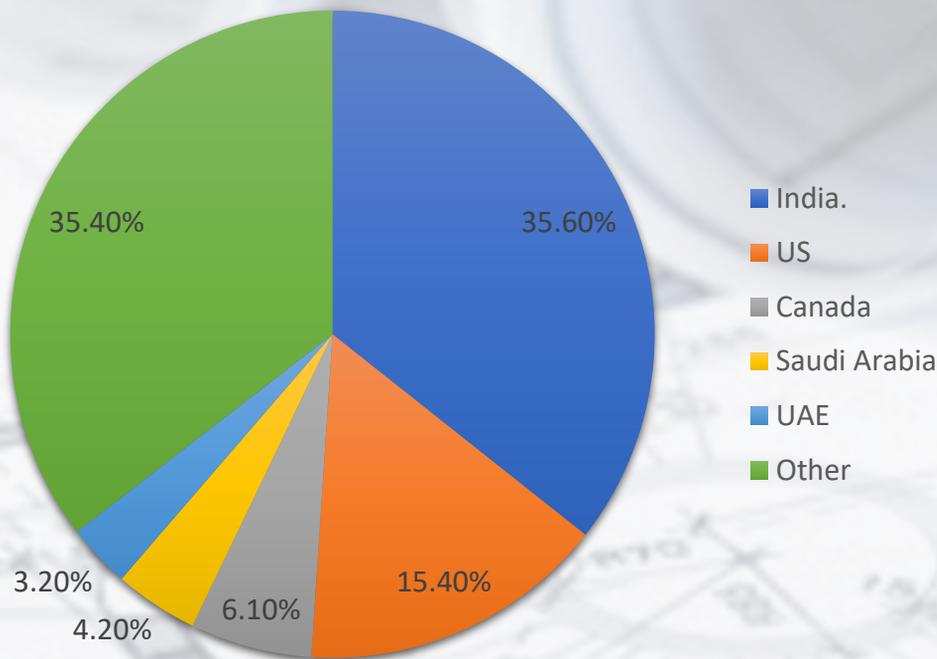
**How an engine cooling system works | How a Car Works**  
<https://www.evapco.com/how-an-engine-cooling-system-works> ▼  
This article explains how a car cooling system works. Understand overheating problems, and the role of

Ang. Session duration has grown up to 25%

Bounce rate decreased up to 19%

New Users 33%

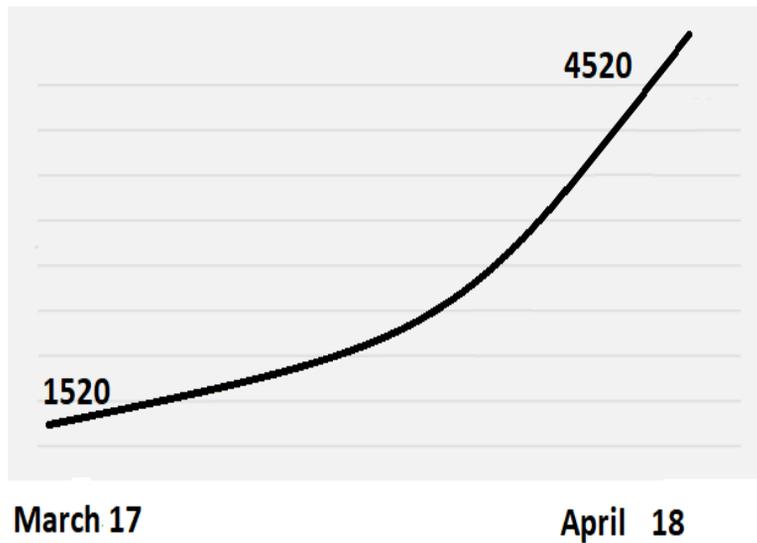
# Customer analysis



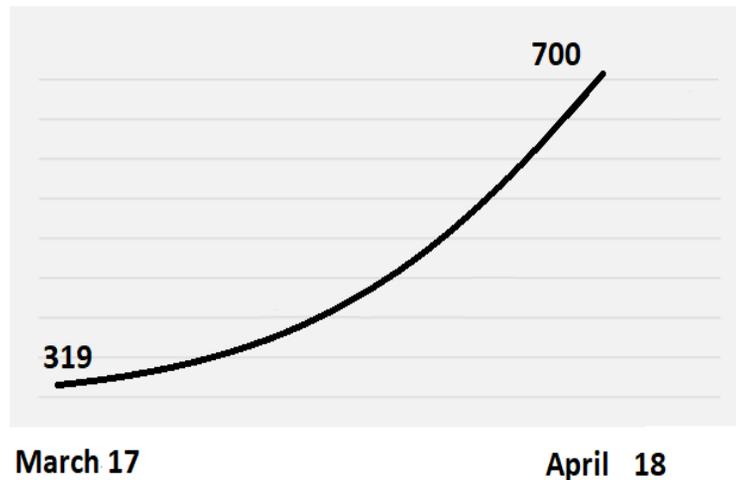
1. Due to the good logistic and relevant search results, potential customers has been found in not US territory.

2. Revealed company potential and it's intentions in the market by 22%

# Search traffic



# Call traffic



Indicators 6 month after

700



5350



325



Clicks

Bounce rate

CTR

4.5K

38%

7.7 %

[Start collaboration with Sieera](#)