

## Overview

### Industry:

Water and fuel pump systems

### Customer Profile:

Franklin Electric is a global leader in the production and marketing of systems and components for the movement of water and automotive fuels.

### Business Situation:

The company already had a strong presence in the industry but was looking to capture more visits from search engines.

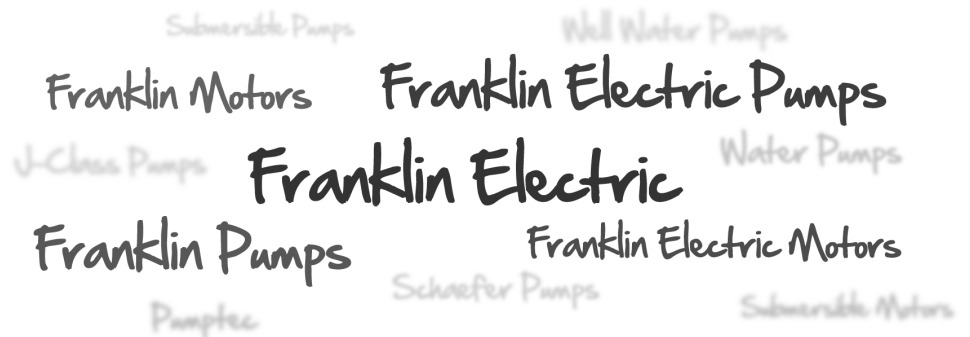
### Solution:

Aptera proposed and implemented a series of Search Engine Optimization techniques to improve the site's visibility.

## Aptera's Search Engine Optimization Techniques Improve Web Site Visibility

“Founded in 1944, Franklin Electric has grown from a small motor manufacturing company into a leading global provider of complete water systems and fueling systems. Recognized as a technical leader in its specialties, Franklin products are found in residential, commercial, agricultural, industrial, municipal, and fueling applications. Headquartered in Bluffton, Indiana, Franklin serves all corners of the world with manufacturing and distribution facilities in Australia, Brazil, Canada, China, Czech Republic, Germany, Italy, Japan, Mexico, South Africa, and the United States.”

Franklin Electric's corporate site (Franklin-Electric.com) focuses mainly on water systems. After six months, keyword ranking and search engine traffic both increased greatly. The company already has a very strong brand presence in its industry. Before Aptera's involvement, their website was already receiving around 14,000 search engine visits per month from keywords like:





Six months after Aptera’s involvement, Franklin Electric was receiving 19,000 searches per month — nearly a **30% increase** in organic search traffic.

## The Situation

The majority of Franklin Electric’s traffic was from visitors who were already familiar with their products and services (probably returning customers). What about people who are unfamiliar with their company? – Their searches will be more product-specific instead of company-specific (i.e., “submersible pumps”, “water pumps”, etc). Because of this previous search popularity and

strong brand presence, Aptera anticipated that our work would not yield the phenomenal statistics that one might expect from a typical SEO campaign. However, by focusing on popular relevant keywords outside of their brand, Aptera was able to make a significant impact on the amount of qualified leads coming from search engines.

**BEFORE: FranklinElectric.com SEO** (not a complete list)

keywords	Google	YAHOO!	bing
Submersible pumps	Unlisted	Unlisted	Unlisted
Submersible well motors	29	Unlisted	Unlisted
Submersible motors	6	Unlisted	Unlisted
Schaefer pumps	10	Unlisted	Unlisted
Pumptec	15	Unlisted	Unlisted
Water pumps	Unlisted	Unlisted	Unlisted
Well water pumps	Unlisted	Unlisted	Unlisted
J-Class pumps	25	11	1

**AFTER: FranklinElectric.com SEO** (not a complete list)

keywords	Google	YAHOO!	bing
Submersible pumps	1	Unlisted	13
Submersible well motors	3	24	6
Submersible motors	2	27	3
Schaefer pumps	1	2	2
Pumptec	5	15	11
Water pumps	16	67	45
Well water pumps	5	70	53
J-Class pumps	1	1	1

## The Results

After 6 months had passed, the search engine traffic had increased to an average of 18,000 searches per month (4,000/mo increase). Keywords like “submersible pumps” were bringing in 100% new

traffic that their site had never before received at an average of 300 visits per month. In addition, Franklin Electric is now ranking for other product brands they market and sell like Schaefer, Pumptec, and J-Class.