

CASE STUDY:

Helping a Client Grow During Their Company Rebranding Process

A HIGH-RISK ENDEAVOR

CK Supply's sales were booming, but they felt like they could grow their business online more. They also wanted to go through a company rebrand, which is never easy for well-established companies. They feared that if they rebranded, they would lose a significant amount of high-volume keywords and user traffic to their site—which is common. Luckily, Abstrakt's Inbound SDR program was there to help.

STRATEGIZING TO SUCCESS

We did everything in our power to reduce the risk of losing CK Supply's website traffic volume and SEO value. When learning about their online keyword density, we found that CK Supply's original website domain had 1,749 keywords in May 2018. We worked strategically to explore their options and propose a careful domain transition process.

NEARLY DOUBLING KEYWORD DENSITY

While the company and domain rebranding process wasn't easy, the results were worthwhile. In December 2021, CK Supply's **keyword results skyrocketed to 3,305, with more than 190 keywords on the first page of search engines.** As a result of the keyword jump, CK Supply's website has more than 2,000 monthly users and leads coming in daily.

ABOUT OUR CLIENT

CK Supply is the largest supplier of compressed gas, welding equipment, and dry ice in the Midwest. As a people-oriented, solutions-focused, driven, and passionate company, **CK Supply offers its clients hands-on experience and knowledge of the welding and gas industry.**



ABOUT ABSTRAKT

We are a B2B lead generation company with more than a decade of experience growing businesses. We use proven lead generation tactics, both inbound and outbound, to cause predictable growth for our exclusive partners.



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Worried that rebranding will affect your rankings? **Leave that fear behind with help from Abstrakt's Inbound SDR program!**