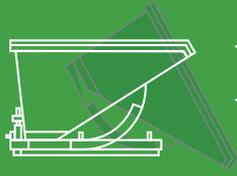


Case Study

Roura Material Handling



ROURA
MATERIAL HANDLING



COMPANY OVERVIEW

Roura Material Handling, Inc. (formerly known as Roura Iron Works) was founded in Detroit, Michigan by Joseph Roura in 1915. After studying engineering at Carnegie Technical Institute in Pittsburgh, Pennsylvania and working for Detroit Edison for a brief period, Mr. Roura started the company as a structural steel business.

Roura Material Handling has been serving the material handling industry for over 100 years starting with their line of self-dumping hoppers, rotator boxes, and most recently, line of stone products.

CHALLENGE

As the leading manufacturer in the hopper industry, Roura Material Handling was struggling to gain search engine share for industry related keywords. An outdated website built on old technology along with an ineffective SEO strategy was suspected as the primary cause of the decline in rankings, traffic, page views and conversions.

Being in a hyper-competitive market space, Roura knew trying to gain traction strictly through paid media efforts wasn't going to be enough. Seeking a SEO strategic partner who shared their vision, and could be resourceful with their limited team and solid content strategy, was required.

“ It is a true pleasure to partner with Momentum in our electronic marketing efforts. Their expertise and knowledge of the digital world was so important towards a flawless launch to our organization. The return on our investment has been identified immediately.”

— Mike Genter

SERVICES

Website Design
Search Engine Optimization
Marketing Strategy
Conversion Optimization

BY THE NUMBERS

★ **170**
Average Monthly Leads

↑ **40%**
Organic Traffic

↑ **14%**
Time Spent on Site

Case Study

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SOLUTION

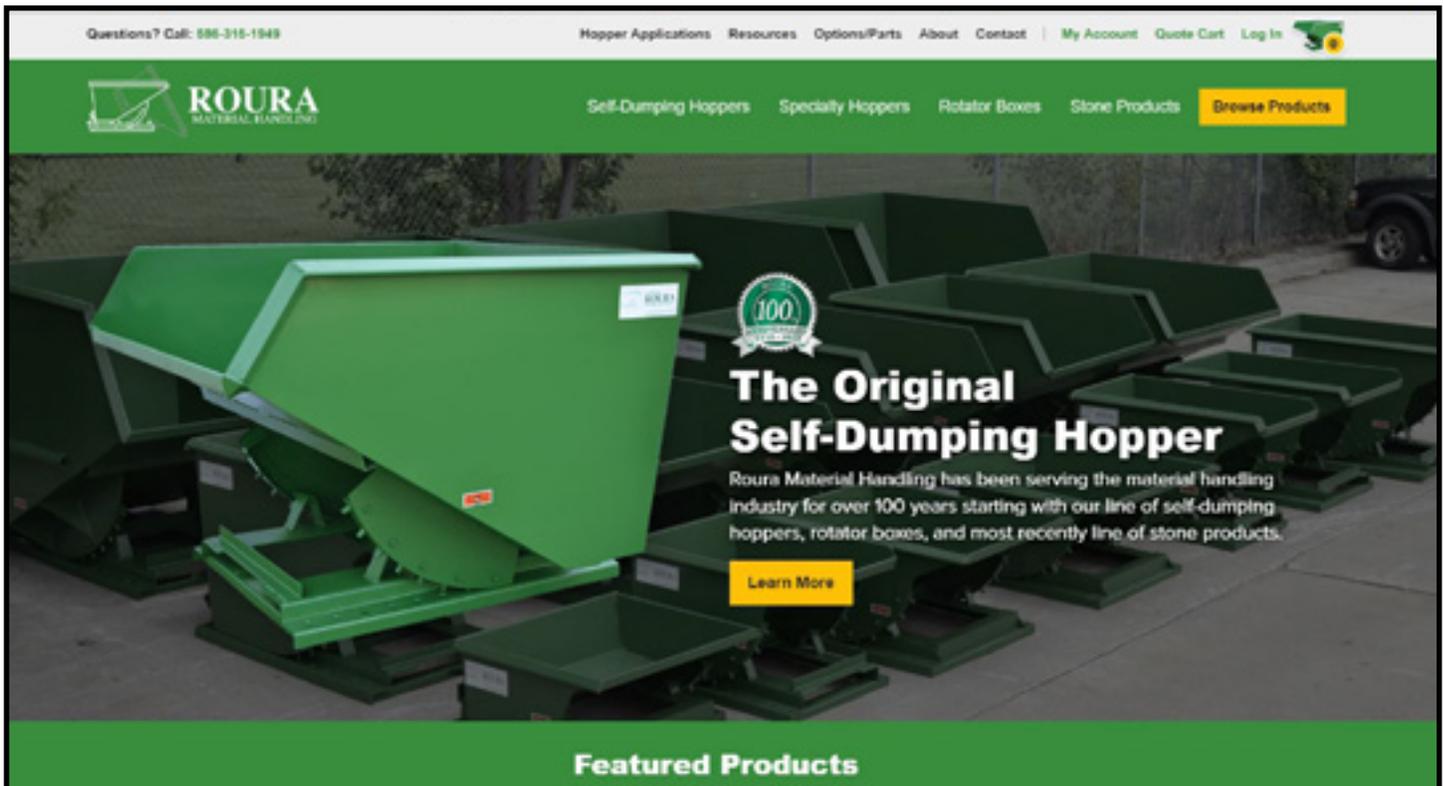
Roura needed to stay ahead of the competition by having a user-friendly, mobile responsive website and implementing an effective SEO strategy that focused on improving their website ranking within the major search engines.

Once partnered with Momentum, we conducted an extensive competitive website and SEO analysis to fully explore what SEO approaches Roura's competitors were using. By doing this we were able to build a comprehensive website and authoritative SEO strategy, which focused on increased search engine rankings and connecting key influencers with content to generate activity and new website traffic.

KEY WEBSITE OUTCOMES

- Mobile friendly solution
- Increase in mobile traffic
- Increase in quote submissions
- Quote submission management
- Improved product catalog
- Increase in visitor sessions
- Decreased bounce rates

New Roura Website - www.rouramh.com



Case Study

Roura Material Handling

SEO RESULTS

Organic search traffic has risen 79% since Momentum helped implement a strategic SEO strategy. More importantly, non-branded traffic has risen 60%, and work has resulted in a substantial increase in leads and opportunities from organic search.

KEYWORDS IN TOP 10

- Self-dumping hoppers
- Self dumping hoppers
- Dewatering hoppers
- Recycling hoppers
- Dross hopper
- Rotator boxes



14% INCREASE

leads from phone calls



22.4% INCREASE

leads from web forms



3.2 PAGE VIEWS

per visit



43 KEYWORDS

Top 10 Google Ranking

