



Connecting Specialty Solutions for Manufacturing

CONESTOGA LOG CABINS & HOMES – LEAD GENERATION

Improve organic search and increase domain authority to capture customers starting the online research process and increase sales



Sales and Marketing

COMPANY PROFILE



Conestoga Log Cabins & Homes has manufactured pre-engineered log cabin kits designed for rigorous campground, resort and outfitter rental applications, as well as individuals desiring a quality vacation home or multi-purpose structure.

CHALLENGE

The company wanted to focus on potential customers that were starting the online research process.



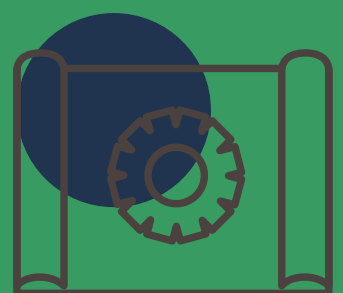
DESIRED RESULTS

To gain greater exposure to prospective log cabin customers and increase sales.

MANTEC'S SOLUTION

MANTEC's Sales and Marketing Specialist tailored a multi-phase project that included:

- Search Engine Optimization keyword targets
- Link building to improve website ranking
- Content creation for robust keyword implementation
- Continued evaluation ensure stability in Google rankings



RETURN ON INVESTMENT



- **50% Increase in sales**
- **2 new jobs** added
- **#1 rank on Google** for most popular search term
- Ranked on **page one** for **1,484 other key terms**