



Growth & Innovation

Ranking #1 for Lead Generation

Client Success Story: Conestoga Log Cabins and Homes

Company Profile

Since 1983, 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. Conestoga Log Cabins is located in Lebanon, PA and its 20 employees have shipped product to all 50 states and 7 foreign countries.

Situation

Conestoga Log Cabins & Homes first engaged with MANTEC, a NIST PA MEP regional office, in 2003 on various workforce training and sales initiatives. In 2016, the company wanted to focus on potential customers that were starting the online research process. This would require improvements in organic search. The company turned to MANTEC to identify a qualified solutions provider to offer integrated internet marketing solutions.

Desired Results and Deliverables

Conestoga Log Cabins & Homes desired to increase the domain authority of the website and organic search results through a multi-phased project. It was expected that this would lead to greater exposure to prospective log cabin customers and increase sales.

The process included:

- Search Engine Optimization keyword targets including ongoing analysis
- Link building from 3rd party websites to improve website ranking
- Content creation for robust keyword implementation
- Continued evaluation and refinement to ensure stability in Google rankings as SEO searches change.

End Results

- 50% Increase in Sales
- 2 New Jobs
- #1 rank on Google for most popular search term and ranked on page one for 1484 other keywords.

"Conestoga Logs Cabins & Homes competes for business on an international level. Over half a million people visit our website each year. If our product isn't listed on the first page of an internet search, we have already lost. MANTEC provided a very knowledgeable partner to improve our presence on Google and thus improve our leads and sales." ~Ronald Myer, President of Conestoga Log Cabins & Homes

Ready to start the conversation to explore similar results?

Leigh Ann Wilson
will gladly make the connection.
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