

# Case Study: Toledo Metal Spinning

National Metal Forming Manufacturer



## The Challenge:

Craig Fankhauser, CEO of Toledo Metal Spinning, was searching on Google for a new supplier when he came upon a realization. If he was searching for vendors on the web then, most likely, so were his potential customers. Already receiving quality Internet traffic from Thomas Register, Craig turned to his trusted Thomas Agent, Melinda Sullivan, to gain more exposure and convert more leads. Craig's primary objective was to build national and international awareness of Toledo's unique expertise in Conical Hoppers.

Melinda immediately enlisted BusinessOL to help build an Internet marketing game plan for Toledo's very unique niche market. Recognizing the importance of a quality website in not only capturing leads, but converting them, Melinda convinced Craig of the need to redesign the Toledo web site.

## The Response:

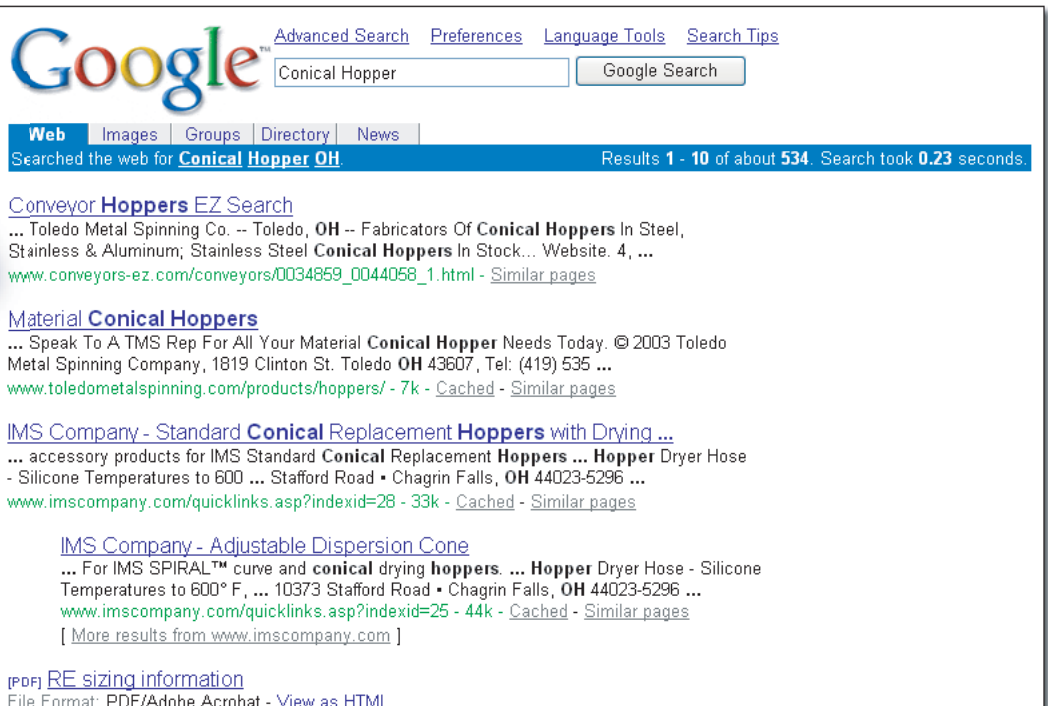
With BusinessOL as her partner, Melinda was able to provide Toledo with both a targeted search engine optimization program and an informative website built to convert.

BusinessOL delivered on a web site that increased perceived value, improved usability and boosted sales conversion, ensuring Toledo was well on its way to achieving profitable results from its new search engine rankings

## The Results:

A new sales channel was created. The Results speak for themselves:

- Top Rankings on Major Search engines for words like "Conical Hoppers"
- Clean, professional, easy to use site (see above) leading to sales conversions



Search Words:  
Conical Hoppers