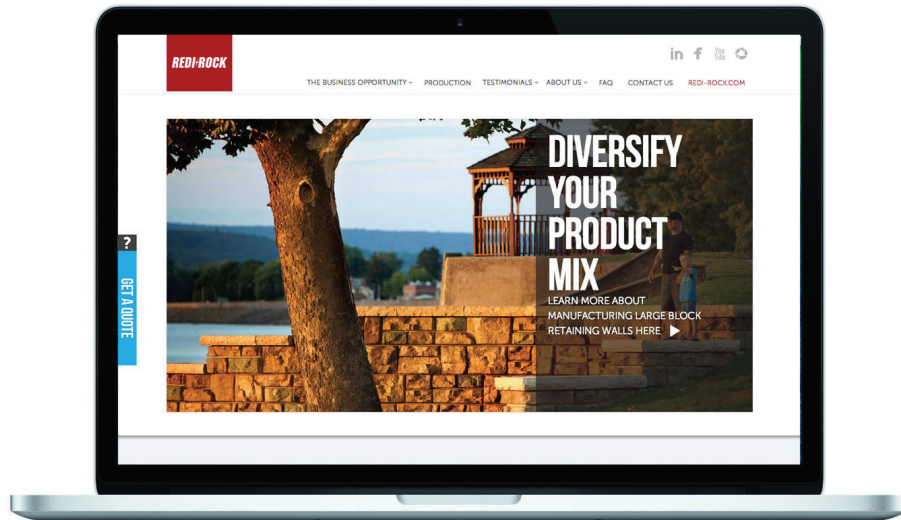




REDI-ROCK | #1 SEO Coast to Coast

Redi-rock uses sungem's digital strategy and multi-site hosting to dominate their seo market in the pacific and Atlantic territories. Canada too!



**Top unpaid Google result
in 7 major North American markets**



Working with Sungem gives you an unusual cocktail of talent that comes together to add to your team and gives you ideas you otherwise would not have thought of.

Top unpaid Google result in 7 major North American markets

Their Challenge

How does a small, Midwest sales and marketing team help their licensees and manufacturers improve search results in local markets around the world?

Their Results

Automatic personalization of the website experience reduces bounce rates and increases lead generation. Search visibility in local markets across the United States and Canada improved in every microsite territory.

Poor search results for the global brand website were replaced by grabbing the top unpaid Google results for the primary keyword phrase in all target markets.

Sungem Provided

Digital Strategy
Seo Training
Custom Development
Sungem CMS

Our Solution

Sungem recommended integrating microsites into the online marketing strategy. Local photography, area residents, regional project maps, and local case studies create a laser focused microsite that Google and web searchers love.

Getting your hands dirty in technical details is critical for sales automation. We connected the global website and microsites to Redi-Rock's online ERP database (Netsuite).

Visitors who enter their zip code see their local microsite added to the global website's main menu. Their local sales rep is pulled in real time from the ERP system, making the website experience even more personal.

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