

From Marketing Activity to Measurable Performance: A Logistics Technology Growth Story



Strategic SEO, content, and website improvements helped a logistics technology company increase engagement, strengthen visibility, and build a scalable foundation for long-term growth. Within 30 days, page views **increased 55%** and LinkedIn impressions **grew 47%**.

Client Overview

A growing logistics technology company engaged Cowtown Creative to strengthen its digital presence, improve visibility, and establish measurable marketing performance. Leadership recognized that website, SEO, and content efforts needed to be better aligned to support long-term growth.

The Challenge

The organization faced several obstacles that limited marketing effectiveness. Website content and metadata required optimization, SEO audit tools identified crawlability and indexation issues, and portions of the site were generating thin-content warnings. Navigation and user pathways were not fully aligned with buyer intent, and leadership wanted clearer indicators that marketing investments were producing measurable results.





Our Approach

Cowtown Creative implemented a phased marketing strategy focused on building a strong foundation before scaling visibility and authority.

- Resolved critical SEO audit issues and indexability concerns
- Optimized metadata, image attributes, and site structure
- Improved crawlability and internal linking
- Aligned messaging with buyer needs and business objectives
- Established reporting benchmarks and performance tracking
- Launched consistent content and LinkedIn engagement initiatives

The Results

The following measurable improvements were achieved across both website and social channels within 30 days of site launch.

Website Sessions = +13%

LinkedIn Impressions = +47%

Page Views = +55%

LinkedIn Likes = +15%

Views Per Session = +38%

LinkedIn Clicks = +17%

Bounce Rate = -14%

The Impact

The engagement established a healthier technical foundation, improved user engagement, and increased visibility across key channels. Importantly, these gains were achieved after removing internal company and agency traffic from reporting, providing a more accurate view of actual audience behavior. The organization is now positioned to expand keyword visibility, strengthen authority within its market, and support **long-term lead generation efforts.**

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