



**AMERICAN TECHNICAL PUBLISHERS**

*Career and Technical Training Materials*

*www.atplearning.com*

**Web <sup>2</sup> Market**

**DIGITAL MARKETING SERVICES**

Most small to midsize companies search for outside assistance to achieve visibility and sales growth online. Selecting a digital marketing agency can be a hit or miss proposition, and many companies have had past results which were disappointing.

Web 2 Market offers a complete range of digital marketing services for any size budget, small up to six figure budgets.

We begin with a discussion and in-depth review of your industry and company, resulting in a tailored marketing strategy. Our approach maximizes the results of your marketing investment and is more adaptive to the inevitable change in the digital world.

Our services include search engine optimization, website conversion optimization, purchased search, social, and display advertising, content marketing, inbound marketing, and email marketing.

American Technical Publishers (“ATP”) is an industry leader in textbook publishing for career and technical training. Founded in 1898, the company sells worldwide through its website on the domain ATPLearning.com and by phone order.

As ATP improved its product offerings and website user experience, they wanted to ensure greater visibility online to increase their share of the textbook market.

The company goal was to see their website to become a viable lead and sales generation channel.





## The Challenge: Building Search Traffic and Online Sales

ATP's organic traffic was entirely brand name derived. The company needed greatly improved organic visibility.



## The Strategy: Search Engine Optimization & Content Marketing

"The initial strategy involved additional traffic and sales from increasing the Google Ads budget, and by increasing organic visibility by improving page ranking.

To improve page ranking we proposed to center the page content more closely around search terms which were strategically important for traffic and sales results, allowing search engines to better understand the website page content. Beginning with the catalog category pages, each page was tailored to appeal to the search terms which were significant to ATP's sales conversions. Additional pages were added to the website to cover all important related user search terms. In addition, the links to the ATP website were audited for relevance and incoming links were added. A monthly report on key performance indicators was provided to ATP and strategy meetings were held regularly with ATP staff."



## The Results: Two Years of 75% Online Organic Sales Growth

The company's online search traffic increased dramatically after 3 months, enabling continuous dramatic increases in organic search traffic and online sales. Website sessions and revenues increased 75% in the first quarter for two consecutive years. As a result, repeat sales from direct traffic also increased dramatically.

**“** To be successful, you must be proactive and place quality links to your content in front of people who matter. With appropriately designed SEO strategies and expertise from Web 2 Market, we quickly experienced direct benefits. Instant bursts of success were followed by steady increases in areas such as Google organic sessions, new & returning users, and most importantly... sales and revenue! Web 2 Market's marketing and SEO services are outstanding and have delivered proven results. **”**

**Michael W. Tarasiewicz,**  
Vice President

### All Traffic

ALL - SOURCE / MEDIUM google / organic

Jan 1, 2018 - Mar 31, 2019  
Compare to: Jan 2, 2017 - Apr 1, 2018

#### Explorer

Summary Site Usage Goal Net E-commerce

Sessions vs. Select metrics

Day Week Month

Jan 1, 2018 - Mar 31, 2019: Sessions

Jan 2, 2017 - Apr 1, 2018: Sessions

400

