



Creekmore Marketing

CONTENT & SEO CASE STUDY

WHO WE ARE

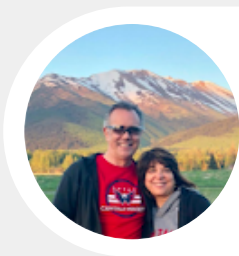


WE'RE A TEAM OF DIGITAL MARKETERS
WITH A PROVEN TRACK RECORD OF
INCREASING SALES FOR SMALL TO
MEDIUM-SIZED BUSINESSES ACROSS
THE COUNTRY.

270+ GOOGLE REVIEWS



REAL RESULTS = HAPPY CLIENTS



"Choosing Creekmore Marketing for our business has been one of the best decisions we have made!! Would recommend to any business's in the Window Treatment industry or for ANY business's marketing needs! - PS: CARSON IS THE BEST

- TOM MILLER, EXCITING WINDOWS! BY MINI BLIND KING



"Awesome company with truly helpful and knowledgeable staff. Their suggestions and products upped our sales well over 100% within a few weeks and they continue to grow. Very happy and would 100% recommend to any online retailer."

- WILL WHITMAN, HOMEGROWN LIFTING

Content & SEO Strategy



OUT-TEACH, NOT OUT-SPEND

How educational content strategy turned a small Kentucky OEM into a search engine authority—and drove millions in new contracts.

THE CLIENT

Our client is a small original equipment manufacturer based in Kentucky. They serve customers worldwide across industries where precision and relationships are everything. Individual contracts regularly land in the five- to seven-figure range, which means every qualified lead carries real weight.

THE CHALLENGE

When we started working together, the client's organic search presence was thin—mostly branded terms and a handful of product pages. They operated in a niche with low overall search volume but exceptionally high lead value. As a small manufacturer going head-to-head with much larger industrial suppliers, they simply couldn't outspend the competition on advertising. What they needed was a smarter path: a strategy that would build lasting organic authority and position them as the go-to expert in their space.

Content & SEO Strategy



STRATEGY

We developed an educational content strategy built around the questions buyers in this industry were actually searching for. The approach was straightforward in concept but required careful execution: create authoritative blog content that answered core questions, then position the client as the expert source for each topic.

Every piece was designed around a hub capable of capturing clusters of related keywords and maximizing the value of each article. In a market where even small ranking gains could translate to high-value leads, this kind of intentional, research-driven content work makes a measurable difference.

WHY THIS MATTERS

In niche markets, traffic volume isn't always the goal—reaching the right buyers is. This case demonstrates the value of an out-teach, not outspend strategy: building genuine authority through educational content in markets where every qualified visitor represents significant revenue potential.

The approach is repeatable. It works across industries where search volumes are low but purchase values are high—a common profile for the small and mid-sized businesses. When our clients win, we win. This one's a good example of what that looks like in practice.

Content & SEO Strategy



THE RESULTS

May 2023 – October 2025

Over roughly two and a half years, the content strategy produced growth that speaks for itself:

Top 20 keyword rankings: 375% growth

Page 1 rankings: 460% growth

Monthly search volume reach: 850 → 7,750 (812%)

Blog-driven rankings: 88% of all top 20 keywords

These numbers show how our strategy became the engine driving almost all of the client's organic visibility.

BUSINESS IMPACT

The client has attributed millions of dollars in new contract wins in part to Creekmore's marketing efforts. That growth has fueled real, tangible expansion—new building space, new service offerings, and a business trajectory that's accelerating. The content strategy continues to produce results today, with new articles still being published and ranking. What started as a content engagement has grown into one of Creekmore's most content and engaged client relationships.

WHY US?



WE MEASURE OUR SUCCESS BY LEADS GENERATED, PERIOD.

We hold ourselves accountable to growing your business and we measure our success by leads generated, period. No fancy graphs or fluffy numbers. Just results, available 24/7 in our Live Marketing Dashboard.

No long-term contracts, ever. We keep our clients by growing their businesses, not by locking them into long-term contracts.



Contact our Business Development Team today to get started! 🚀

Call us at (859) 309-5987

Visit us online at
<http://www.creekmoremarketing.com/contact>

