

Excedr Saw A 1,500%+ Increase In Conversions And A 700%+ Increase In Organic Traffic Through SEO-Focused Content Strategy

Excedr supports scientists & medical researchers save time and money by providing them with new, modern lab equipment through their leasing programs at an affordable price. Through their comprehensive service coverage plans, they help reduce the stress of maintaining expensive lab equipment & instruments to help researchers be more efficient in conducting research for the future.

Wanting to increase their traffic and leads, Excedr knew using SEO would benefit them and their future customers. That led them to hire Search Bloom to help them navigate the way and to raise their ranking to the top on Google search results. Through SEO-focused content strategy, on-page optimization, and internal linking blog content, **Search Bloom helped Excedr rank #1 on Google search results for keywords "Lease Lab Equipment" and "Lab Equipment Leasing,"** and most importantly, increased their conversions by 1,512% and increased their organic traffic by 702%.

The Results

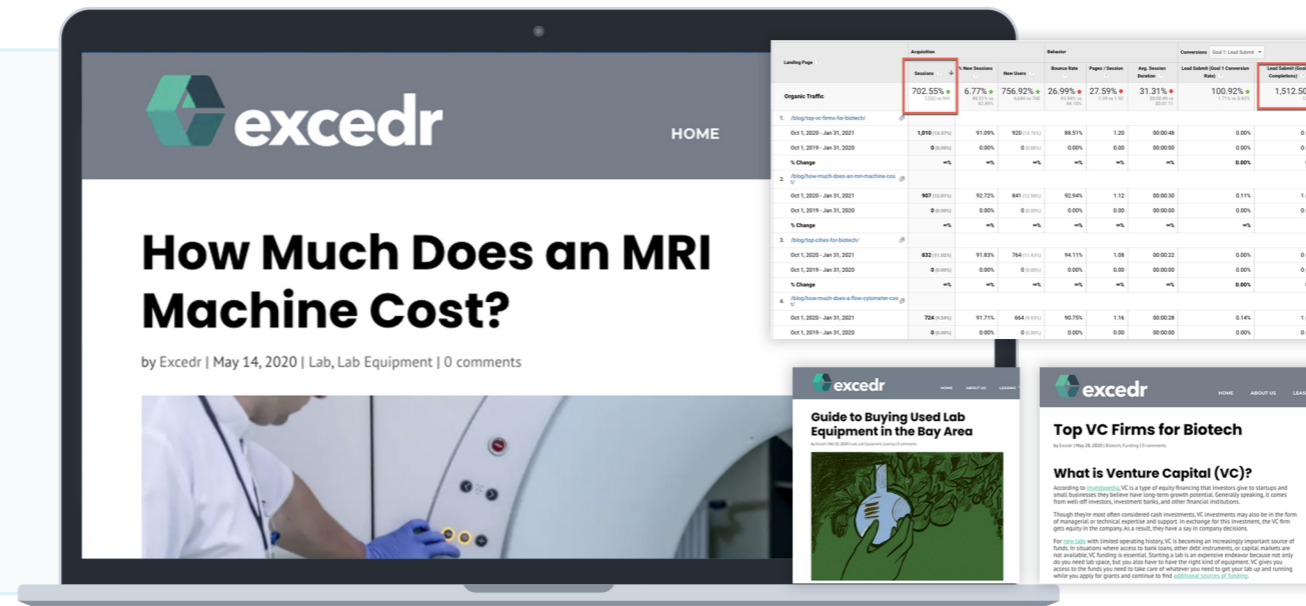
↑ **702%**
Increase in Organic Traffic

↑ **1,512%**
Increase in Conversions

#1 Google Result
For "Lease Lab Equipment" & "Lab Equipment Leasing"

How We Did It:

- SEO-Focused Content Strategy
- On-Page Optimization
- Internal Linking Blog Content
- Authority Building



Search Bloom's deep expertise in the areas of SEO and PPC allow us to expand and improve existing practices, as well as implementing new strategies to drive traffic and engagement. We highly value their excellent and regular communication, their responsiveness to feedback, and their focus on data. We look forward to continuing our working relationship.

Sylvia Marton – Sales & Marketing Manager | Excedr