

# Case Study: Stedman Machine Company

## Introduction

This case study of Stedman Machine Company is based on a April 2015 survey of TopSpot Internet Marketing customers by TechValidate, a 3rd-party research service.



“I consider TopSpot Internet Marketing to be a close partner because they understand my business goals.”

“TopSpot has helped us transition from a little-known reactive digital marketing company to becoming the leading edge of industrial digital marketing.”

## Challenges

Faced the following **marketing challenges** before choosing TopSpot Internet Marketing:

- Poor lead quality
- Lack of understanding of digital marketing
- Incomplete analytics/website data
- Little or no return on their investment

Faced the following **website challenges** before choosing TopSpot Internet Marketing:

- Outdated website
- Ineffective website
- Non mobile-friendly website
- Lack of call to action
- Spam issues

## Use Case

TopSpot Internet Marketing Services:

- Paid Search (PPC) Strategies
- Search Engine Optimization (SEO) Strategies
- Analytics/Reporting Data
- Website Development and Design

Values the following unique approaches of TopSpot Internet Marketing:

- Collaborative team approach
- Approach on educating clients about digital marketing
- Development of new marketing/website strategies and ideas for business development

## Results

Experienced the following as a result of TopSpot Internet Marketing strategies and solutions:

- Increased quality leads
- Increased online visibility (Ads, Rankings)
- Achieved a better understanding of internet marketing
- Noticed an impact on their business immediately after implementing their TopSpot Internet Marketing strategy.
- Increased their quality leads by more than 300% since implementing TopSpot Internet Marketing.

### Company Profile

Company:  
**Stedman Machine Company**

Company Size:  
**Small Business**

Industry:  
**Industrial Manufacturing**

### About TopSpot Internet Marketing

Started in 2003 with 5 original team members, TopSpot has been one of the fastest growing search marketing firms in Houston, Texas. With over 75 employees based in the home office and 20 sales representatives around the country, TopSpot's current customer base exceeds 700.

Learn More:

[TopSpot Internet Marketing](#)