

3MB.Asia

Case Study SEO



www.3mb.asia

Package: B2B SEO + Link bulding Add-on

3MB Co. Ltd is a major player in industrial production of advanced composite parts, especially carbon fiber, in Southeast Asia.

The Challenge

The main goal for 3MB Co. was to boost their exposure, attract more leads, and outrank their competitors. Being in a B2B sector, the main challenge of 3MB was it was quite new while its competitors, meanwhile, were big and well-established companies, having been in the market for a long time.

The Plan

After analyzing the targeted keywords and the competitors, we decided to focus mostly on content marketing and link building.

Content marketing was one of our top competitive strengths as nobody else from the industry was leveraging on it.



Apart from helping rank for our main keywords, this strategy led us to discover and rank for many long tail keywords we haven't considered before.

The links we build helped boost the content and establish the 3MB website as an absolute authority in the industry.

The Results

We saw the first result 4 months after we kicked off the SEO campaign: organic traffic increased by 23%.

Fast-forward to today, and the results are the following:

↑ **Rank #1**
6 keywords

↑ **Rank #5**
10 keywords

↑ **1200%**
Increase in Organic Traffic

↑ **73%**
Leads Coming from Organic Traffic