



CODESMITH



PACESETTER

# PACESETTER CASE STUDY

Transforming Pacesetter's Online Presence: From 164 to 1,100 Keywords Ranked, Achieving 106 SERP Features and Top Industry Positions.

[teampacesetter.com](http://teampacesetter.com)

## OBJECTIVES

Pacesetter is a leading provider in the steel industry, offering a wide range of products including aluminized steel, galvanized steel, and carbon steel. Despite their strong market presence, they faced challenges in gaining online visibility and ranking for relevant industry keywords.

- **Initial Rankings:** Only 164 keywords ranked organically.
- **SERP Features:** No featured snippets or SERP features.
- **Top Rankings:** Few top rankings for non-branded keywords.

As the Content Strategist of Codesmith, my goal was to improve Pacesetter's search engine visibility, increase keyword rankings, and drive organic traffic to their website.

## SOLUTION

We implemented a comprehensive Content and SEO strategy that included:

1. **Content Creation:** Developed over 20 SEO-optimized pieces of content, including guides, FAQ pages, and service descriptions, targeting relevant steel-related keywords. Created detailed content to rank for competitive terms like "bonderized vs galvanized," "price for steel," and "aluminized steel vs stainless steel."
2. **On-Site Optimization:** Conducted on-site SEO audits and made necessary technical improvements. Optimized existing content to target high-volume, relevant keywords.
3. **Local SEO:** Visited the client's facility to capture professional photos for use on Google My Business and the company website, enhancing local search visibility and image asset library.

## RESULTS

### Keyword Rankings:

- The number of keywords ranked organically increased from 164 to 1,061 (August 2024).
- 55 keywords now rank on the first page of Google.
- 141 keywords rank on the second page, showing strong potential for further growth.

### SERP FEATURES:

Gained 106 SERP features (April 2024 metric), including first-position featured snippets for key terms such as:

- "galvanized toxic"
- "is aluminized steel toxic"
- "carbon fiber vs carbon steel"

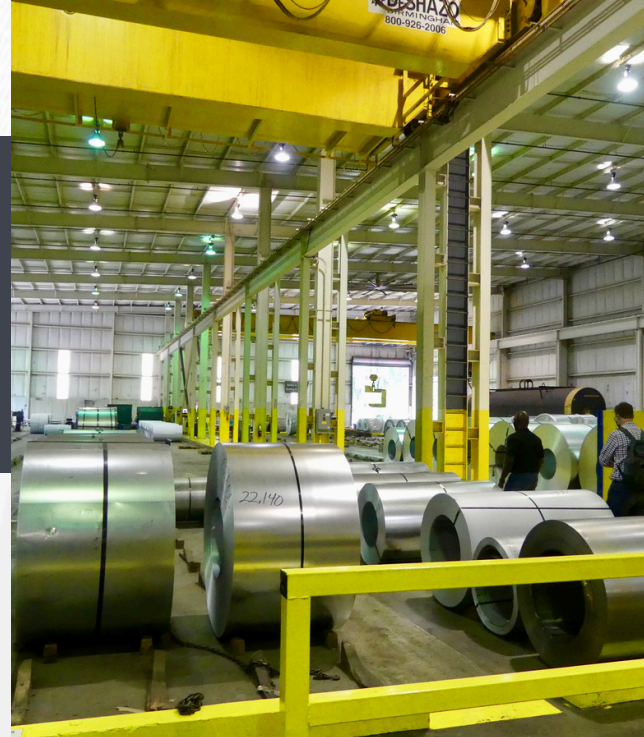
### Top Rankings:

Achieved top 5 rankings for high-value keywords:

- "bonderized vs galvanized" (#2)
- "is aluminized steel safe" (#2)
- "carbon steel vs carbon fiber" (#3)
- "does aluminized steel rust" (#3)

### Backlinks:

Organically grew backlinks from 800 to 1,400, significantly boosting domain authority.



## AT A GLANCE CHALLENGES

- Limited keyword rankings, particularly for non-branded terms.
- Lack of content optimized for SEO.
- Minimal online visibility for industry-specific queries.
- Low number of backlinks, affecting domain authority and ranking potential.

## BENEFITS

Drove significant growth in keyword rankings, organic traffic, and overall visibility in the competitive steel industry. This brief investment in SEO has solidified their position as a leader in their field, attracting qualified traffic and driving business growth.



## JACK SCULLIN

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Executive Content and SEO Director

For more than a decade, Jack has created comprehensive content and SEO plans to help brands rank higher and faster.