

Case Study: Organic Search Engine Optimization (SEO)



PipeLine Machinery International

Pipeline Machinery International (PLM), an authorized Caterpillar dealer, is the leading provider of construction equipment for the pipeline industry. In fact, they were the first Caterpillar dealer that can cross geographies to serve all pipeline projects – helping to provide pipeline construction companies the critical equipment needed to perform large-scale pipeline projects all over the world.

PLM started their partnership with Brand Tackle in May 2013. The client was looking for a marketing team to completely re-design and build their outdated and inaccurate legacy site. While the old site performed adequately with existing customers and helped to build much-needed traction during start-up, it did not reflect the full capabilities and global reach of the company.

Brand Tackle developed the site architecture to fully represent all the construction equipment and services available on a global scale, while also structuring the website to maximize impact of organic search ranking. In addition, XML machinery data was integrated from Caterpillar corporate to show a comprehensive list of available equipment, in conjunction with specialty equipment engineered by the team at PLM.

Working directly with the marketing team at PLM, Brand Tackle developed a comprehensive list of targeted keywords that would help ensure a solid pipeline of leads for the company. Prior to the launch, the majority of targeted keywords were not ranked on the first several pages in Google. The legacy site performed well with keywords that included “pipeline machinery” since it was part of the company name. The rest of the keywords were lost in a sea of industry traffic.

Within a month after the build, PLM achieved first page results on 80% of their targeted keywords. Over time, Brand Tackle improved the ranking for keywords such as “sideboom,” “Panther carriers,” and “load monitoring” to complete the industry sweep of desired keywords. In addition, Brand Tackle helped PLM to rank with the keyword “safety” in their industry as well.



Since the initial design, Brand Tackle performed a design uplift in 2016 that continued the organic SEO success for the client.

Keyword Performance Summary

Snapshot Taken: May 2020

Note: Keyword ranks are listed as “Search Term: Page (Page Rank)”

Top Client Keywords (Organic)

Page 1 Results

Pipelayers: Page 1 (4)
Pipeline Construction Equipment: Page 1 (3)
Pipeline Equipment: Page 1 (6)
Best Pipeline Equipment: Page 1 (2)
Global Pipeline Equipment: Page 1 (2, 3)
Pipeline Equipment Parts: Page 1 (1, 2)
Pipeline Machinery: Page 1 (1)
Pipeline Machinery Parts: Page 1 (1, 2, 3, 4, 5, 6, 7, 8)
Caterpillar Pipelayer: Page 1 (3)
Cat Pipelayer: Page 1 (2, 3)
Sideboom: Page 1 (1, 2)

Construction Sideboom: Page 1 (1, 2)
Pipeline Dozers: Page 1 (1, 2)
Pipeline Track-Type Tractors: Page 1 (1, 2)
Pipeline Hydraulic Excavators: Page 1 (1, 2)
Pipeline Motor Graders: Page 1 (1, 2)
Panther Carriers: Page 1 (6)
Custom Equipment for Pipelines: Page 1 (1, 2)
Pipeline Attachments: Page 1 (1)
Pipeline Equipment Attachments: Page 1 (1)
Pipeline Equipment Support: Page 1 (1, 2)
Pipeline Equipment Solutions: Page 1 (4)
Pipeline Equipment Safety: Page 1 (1)
Pipeline Equipment Technology: Page 1 (1, 2)
Pipeline Construction Safety: Page 1 (3)
Pipeline Load Monitoring: Page 1 (2)

