

Rules of Engagement

Farr APC uses Google Website Optimizer and AdWords to increase qualified B2B leads.



Goals

- Improve site design and navigability
- Increase traffic to site
- Grow sales nationally and worldwide

Approach

- Use Google Website Optimizer to test variations of landing pages and identify strong performers
- Created product-specific landing pages to maintain visitors' attention
- Advertise with Google AdWords to reach new customers domestically and internationally

Results

- Lowered bounce rate and increased time on site
- Increased sales and grew business 400% over five years
- Launched sales teams internationally in Europe and Asia/Australia

When Sal Campos started his summer job with Farr Air Pollution Control at the age of 19, little did he know he'd one day become the division's online marketing manager. Years after Sal's summer stint with Farr APC, the company's president, Lee Morgan, hired him back to help grow the business. Farr APC sells dust and fume collection systems for applications in industries ranging from mining to food processing. And with some good ideas and help from Google tools, the company's business has grown 400 percent in five years.

This continuing rapid growth is due in part to a complete redesign of their website. Early on in his tenure as online marketing manager, Sal realized that the Farr APC website was not serving the needs of Farr's customers. "Not only did we not have anything specific for our focus markets, we also had a pretty crummy landing page," Sal recalls. "Our main product page was never designed with the intention of being a landing page for an online ad." He realized that Farr APC needed a content-rich website in order to engage potential customers and turn visits into sales. "There has to be a payoff for the searcher who clicks our ad and comes to our site," says Sal.



"We intend to become a \$100 million dollar company by January 2013, and AdWords and Website Optimizer are two tools that are going to help us get there."

Sal Campos, online marketing manager, Farr APC

Testing content

Sal didn't just want to build a new website, he wanted to understand which elements of the site captured users' attention and led to sales. He had heard about Google Website Optimizer™, a free tool that allows website owners to try various combinations of site content and identify what's most compelling. Sal decided to put it to work.

"We used Website Optimizer to create different versions of landing pages to see what worked best," he explains. "Our goal was not only to get the attention of a user, but also to keep their attention."

Not only was it easy for Farr APC to use Website Optimizer, but Sal especially liked that he could test landing page variations while maintaining a seamless website experience for his users. "I like that Website Optimizer shows the same web page—either version A or version B—to a unique visitor so it's completely invisible as they navigate the site. We didn't want the operation of the Website Optimizer to confuse, annoy, or discourage any potential customers."

About Google Website Optimizer

Google Website Optimizer™ offers free multivariate testing that helps you take action to convert visitors to customers. Graphical reports show which content engages your audience and results in the highest conversions. Website Optimizer is integrated into Google AdWords, but it tests all traffic to your site - including traffic from your AdWords ads, Google search results and any other source of traffic to your site.

For more information, visit <http://www.google.com/weboptimizer>

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit <http://www.google.com/adwords>

Using Website Optimizer, Sal had some valuable discoveries about what users wanted from the website. "We've learned that visitors respond very well to having dominant, visual choices for taking paths through our site, rather than hunting through a myriad of links to explore further. We kept this in mind when we designed our new site and kept our pages short, our navigation consistent, and showcased the next steps that the visitor would likely be interested in."

Sal's team also started creating pages that mentioned a specific application or market for their APC products, such as sand blasting, which led to increased interest from users. "The bounce rate started dropping significantly, and people started engaging with the content and staying on the site longer."

Farr APC's website now hosts content like technical industry articles, case studies, customer installation photos, and testimonials. The website also aims to provide additional value to the visitor with downloadable literature, free product CDs, free on-site demonstration offers, free dust testing, and quick quotes on replacement filters. Sal's team is now focused on providing multiple conversion paths for users, and building trust with users by supplying a wealth of easily-accessible information.

Change for the good

The changes that Sal and his team made to their website are paying off. "Leads are coming in, and they don't show signs of slowing down," says Sal. "Every day, I enjoy monitoring this steady stream of leads. It's instant feedback that people are finding our site and are engaged with its content. Just yesterday, I got an email from the president of a rock quarry in Canada. Not only are people finding the Farr APC website, but they're interested. Typically I would say there are six or seven really good leads every day. And these are leads I can tie back to Google ads."

Going global

With Google AdWords™, Farr APC has been able to expand its reach to a global audience. Through geographic targeting, Sal can choose which regions display his ads. "Buyers see our Google ads, call or email in, and we're able to put them in touch with the appropriate country rep. A caller from Australia bought 50 units and said he was going to buy another 20 for the next five years."

In January of this year, Farr launched dedicated sales teams in Europe and Asia/Australia, and Sal believes that this international expansion will be the key to their long-term success. Recognizing the importance of showing ads that will resonate with different markets, Sal's counterparts overseas translate and localize both their AdWords advertising and their country-specific websites. As part of their expansion, the Farr APC teams globally will be translating all of their AdWords campaigns into multiple languages, including German, Italian, and Spanish.

Next Steps

With the help of AdWords bringing in leads and data from Website Optimizer making their website site more effective, Sal is optimistic about the future. "We're constantly refining the website based on how users interact with it," he says. "We intend to become a \$100 million dollar company by January 2013, and AdWords and Website Optimizer are two tools that are going to help us get there."

