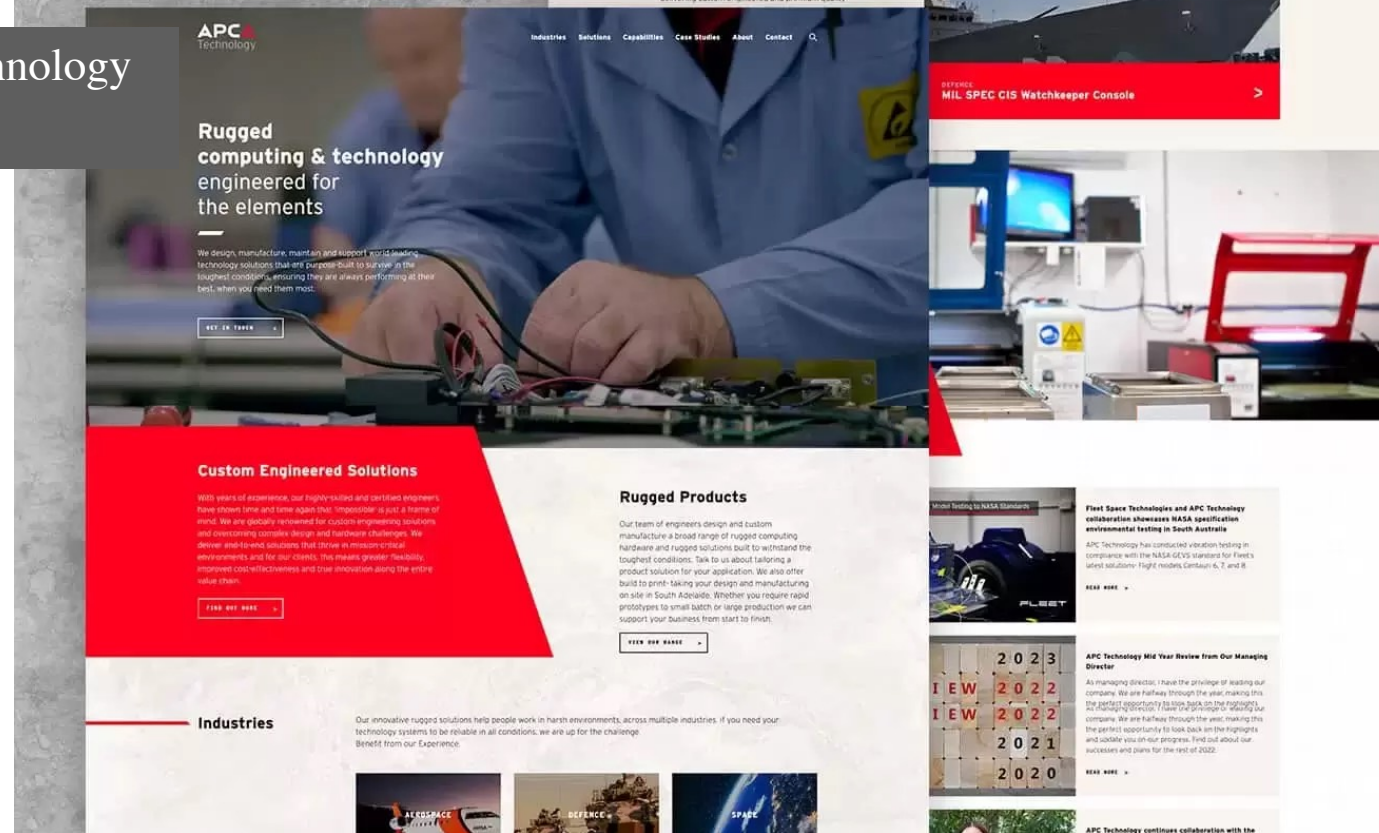


“Overhauling Technical Web Content for Defence Hardware”

Overview

- **Client:** APC Technology (Full-spectrum tech manufacturer specialising in rugged hardware for defence and industrial applications)
- **Agency:** AdVisible (now AIIMS Group)
- **My Role:** Web Content Strategy, Technical Copywriting, Keyword Integration, On-Page CRO & Readability Optimisation



The Challenge

Despite 30+ years of industry leadership in defence and rugged technology, APC Technology’s website suffered from thin content, poor search rankings, and a leak in their marketing funnel—high impressions weren’t converting into qualified leads.

The Hurdles:

- **Opaque & Complex Specs:** Translating highly specialised engineering and rugged tech products (*panel systems, rackmount solutions, fanless systems, intrinsically safe devices*) for defence and industrial decision-makers.
- **Information Constraints:** Navigating strict security boundaries and limited product documentation to write accurate, high-intent copy without direct access to technical details.

The Strategy & Content Execution



In collaboration with senior SEO analyst, I led the on-page content overhaul to turn thin, low-converting pages into authoritative, search-optimised educational hubs:

In-Depth Technical Research: Unpacked niche rugged and defence specs to draft clear, audience-tailored product and category descriptions that bridged technical features with buyer value.

Search & Conversion Alignment: Integrated comprehensive keyword research and strategic CTA pathways to guide complex, long-buying-cycle prospects smoothly toward high-intent contact pages.

Readability & Governance: Applied best-practice white-hat SEO, competitor research insights, and strict editorial standards to lift readability scores across all core product lines.

The Results & Business Impact

Search & Visibility Growth

- **164K Total Impressions** generated in 6 months, establishing a dominant search presence in a highly niche sector.
- **#1 Page Ranking** achieved across all priority industry keywords.
- **+21% Increase** in total keyword footprint from campaign launch.

Conversion & Funnel Performance

- **+350% Surge in Conversions** within just 2 months following the copy and campaign launch.
- **+156% Increase in Organic Goal Completions** compared to the prior 6-month period.
- **+127% Increase in Traffic** to the 'Contact Us' page.
- **-42% Reduction in CPA** (\$342.46 per qualified lead).

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Key Portfolio Takeaway: *Demonstrates the ability to unpack complex, defence-grade technical hardware, overcome strict data limitations, and author search-optimised web content that turns passive impressions into high-converting B2B leads.*

