



CASE STUDY



AP CRANE TRAINING

www.apcranetraining.com

At America SEO Agency, we turn underperforming websites into lead-generating machines. With data-driven SEO and targeted content, we help businesses dominate search results. Our strategies are tailored, transparent, and built for long-term success.

We don't just boost traffic — we grow revenue.

PARTNER WITH US AND WATCH YOUR BUSINESS RISE ABOVE THE COMPETITION.

INTRODUCTION

AP Crane Training is a nationally recognized provider of OSHA-compliant crane operator training and certification programs. With a strong reputation for offering hands-on instruction, on-site training, and online certification resources, the company supports businesses and individuals across the U.S. in meeting safety standards and enhancing operational efficiency.

From mobile crane certification and rigger/signalperson training to overhead crane safety courses, AP Crane Training empowers operators with the knowledge and credentials needed to excel in the industry. Their services include:

- ✓ Mobile Crane Operator Certification
- ✓ Rigger and Signalperson Training
- ✓ Overhead Crane Certification
- ✓ On-Site Safety Assessments
- ✓ Crane Inspection Training
- ✓ Online NCCCO Prep Courses

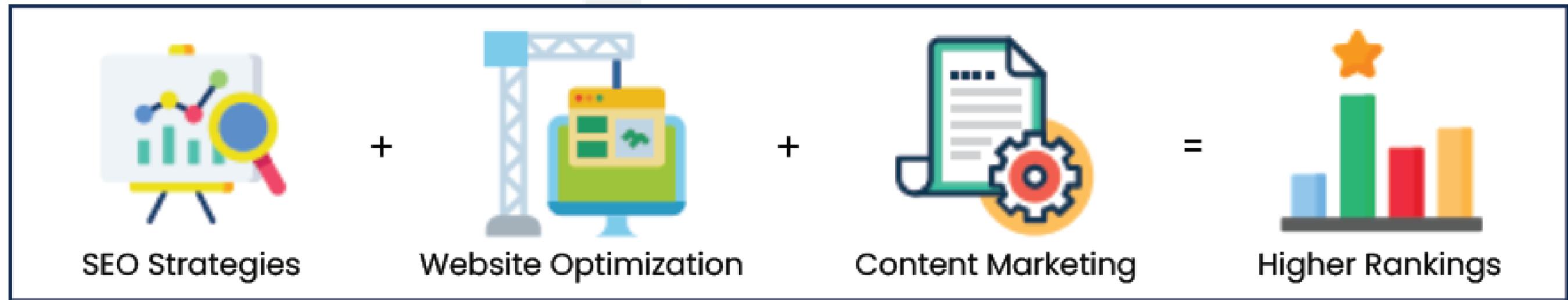
IDENTIFYING KEY CHALLENGES

AP Crane Training faced a competitive online landscape, where various training providers vied for search visibility. The client didn't have consistent traffic or lead generation from organic search, and most of their website content was outdated or not optimized.

With no physical storefront, the website was their primary lead funnel. To gain national traction and elevate their online presence, AP Crane Training required a strategic SEO overhaul and comprehensive content strategy—one that would position them as a go-to authority for crane certification in the U.S.

THE GAME PLAN

To establish AP Crane Training as a trusted authority and generate leads consistently, we developed a multi-pronged SEO strategy focused on the following pillars:



CHARTING OUT THE ROAD TO ONLINE SUCCESS

Our digital marketing campaign focused on improving key KPIs: organic traffic, lead conversion rate, and Google rankings for high-intent keywords. Here's how we executed the plan:

- ✓ Conducted keyword research for both national and local training-related queries.
- ✓ Published blog content that answered critical safety and certification FAQs.
- ✓ Redesigned on-page elements for better engagement and faster site speed.
- ✓ Built backlinks from reputable education, safety, and trade-related websites.
- ✓ Created city-targeted landing pages for localized visibility.

SOME HIGHLIGHTS OF OUR ACCOMPLISHMENTS

Within just four months:

- ✓ AP Crane Training ranked on the first page of Google for 10+ high-intent keywords.
- ✓ Organic leads increased by 220%, with a significant drop in bounce rate.
- ✓ Monthly visitors increased by 185%, particularly from mobile devices.
- ✓ Improved domain authority via safe and consistent backlink outreach.

Keyword	Before SEO	After SEO
crane operator training nyc	Not ranked	1
crane operator certification near me	Not ranked	5
crane op jobs offshore	Not ranked	4
maine crane operator certification	Not ranked	2
crane operator school near me	Not ranked	1

A BEFORE AND AFTER LOOK AT THE KEYWORD RANKINGS

The table shows some of these keywords, their ranking before AP Crane Training came to us, and their ranking after we employed our SEO strategies.

The screenshot shows a Google search for "NCCCO crane certification online". The top result is for "AP Crane Training" with the URL "https://apcranetraining.com". The snippet reads: "AP Crane Training: Crane Operator School. AP Crane Training is your trusted crane operator school, providing onsite Qualified Mobile Crane Training and National Accredited Preparatory Courses for Crane ...". On the right side, a "Keywords ideas" sidebar is visible, showing "crane training academy" as a suggested keyword.

IMPROVING CONVERSION RATES FOR AP CRANE TRAINING

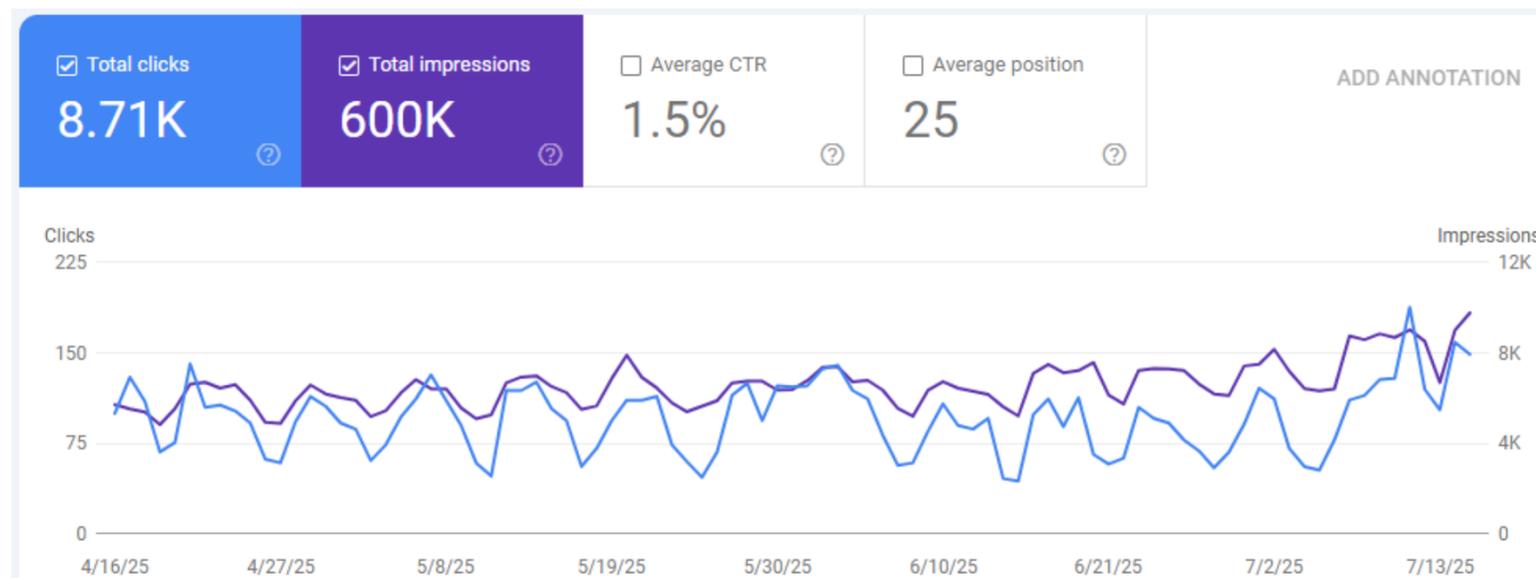
Through targeted copy, lead magnets (like free consultation CTAs), and clearer navigation, we saw:

- ✓ Conversion rate increase of 41.7%
- ✓ Over 6,200 qualified leads in 6 months
- ✓ Better alignment of content with search intent

Acquisition			Behavior			Conversions	
Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?
182.74% 207,471 vs 73,378	181.95% 204,270 vs 72,450	180.70% 273,949 vs 97,594	4.58% 42.70% vs 44.75%	5.96% 4.70 vs 4.44	6.97% 00:03:30 vs 00:03:16	38.83% 1.78% vs 1.28%	289.69% 4,875 vs 1,251

DIVERTING MORE ORGANIC TRAFFIC TO THE WEBSITE

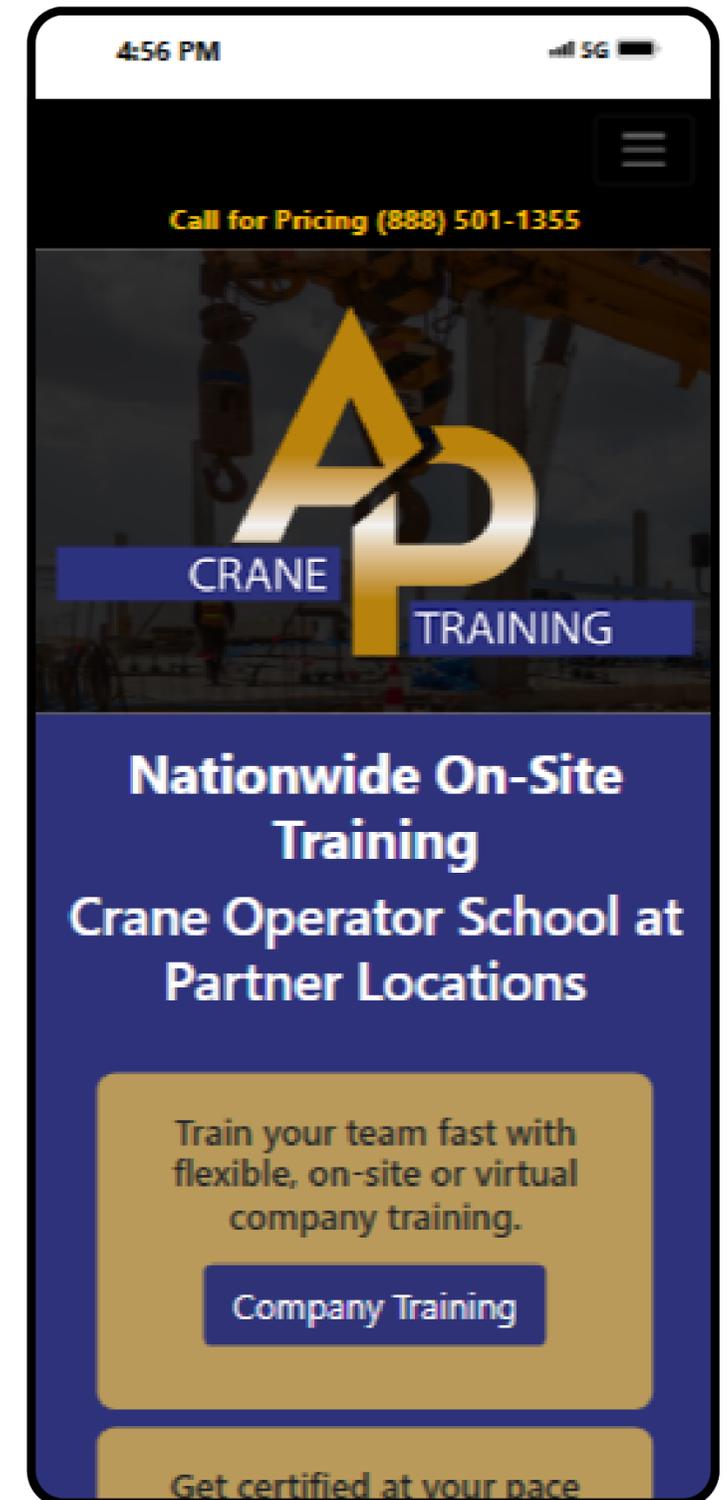
As shown in these Figure, the organic traffic increased in just five months!



DEVisING A WINNING CONTENT MARKETING STRATEGY

We produced strategic, keyword-rich content tailored to AP Crane Training's audience:

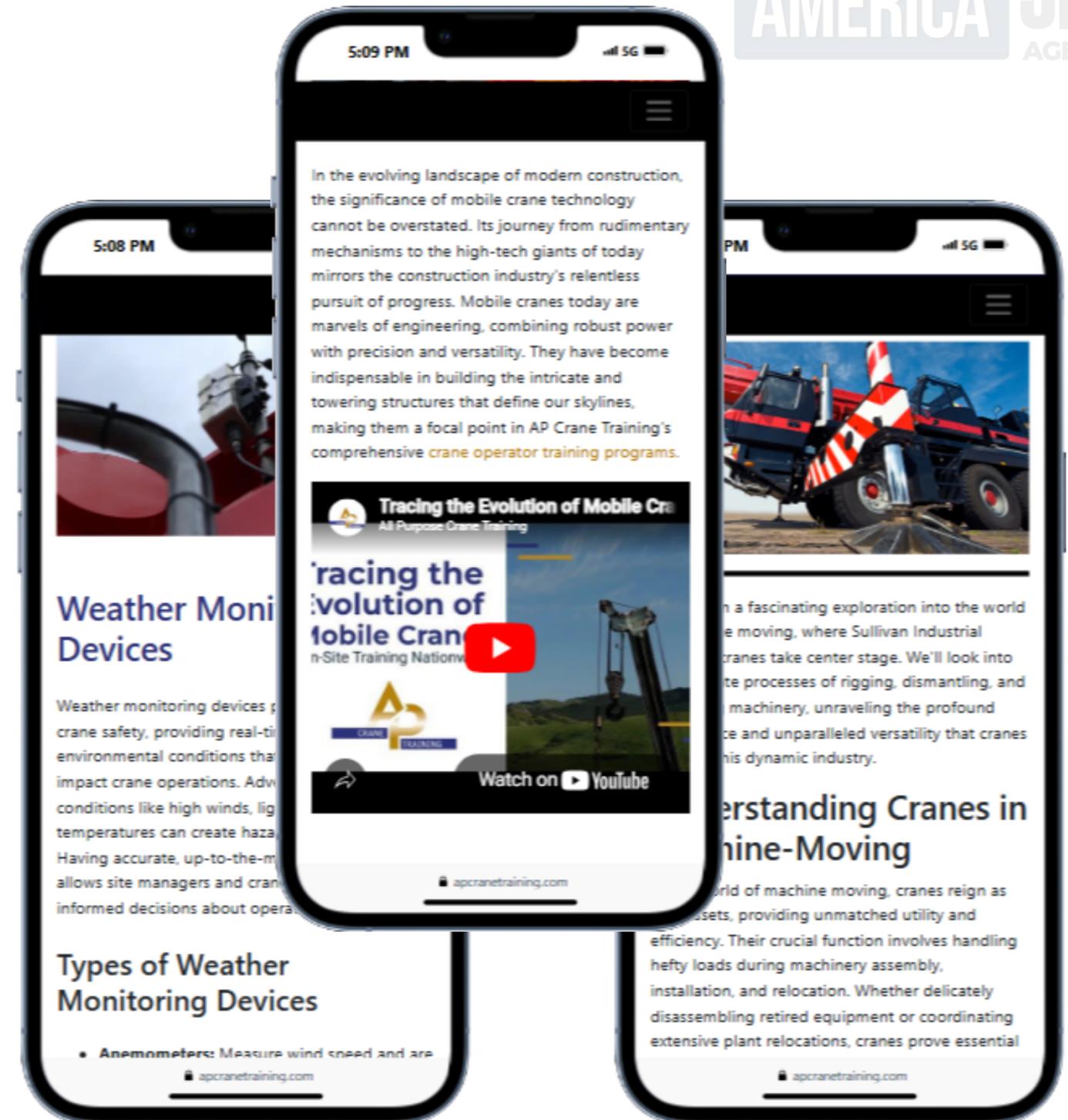
- ✔ Informational blog posts covering certification types and compliance changes.
- ✔ Infographics on crane safety tips, OSHA regulations, and operator checklists.
- ✔ Guest posts on third-party construction and safety websites to drive backlinks.



SOME OF OUR PUBLISHED WORK

Our content strategy for AP Crane Training played a key role in educating users, improving keyword visibility, and building topical authority in the crane training and safety industry. Here's a snapshot of what we created:

- ✓ Informative & Engaging Blogs
- ✓ Data-Driven Infographics
- ✓ Authority Articles on External Sites



LET AMERICA SEO AGENCY ELEVATE YOUR BUSINESS

Today, AP Crane Training is a recognized name in crane certification training nationwide. With new visitors discovering their services daily via organic search and high-converting content, their business continues to grow steadily—powered by America SEO Agency's digital expertise.

We deliver measurable SEO results—no matter your industry. Whether you offer online training, hands-on services, or a hybrid model, we'll design a growth-centric strategy tailored to your goals.

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