

CASE STUDY



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.

www.premiumvials.com

INTRODUCTION

PremiumVials.com is a leading U.S.-based wholesale packaging supplier that serves businesses in the health, wellness, beauty, and pharmaceutical industries. With a massive inventory of vials, jars, droppers, and bottles—available in both plastic and glass—Premium Vials has positioned itself as a go-to partner for private-label product packaging, including custom solutions and bulk orders.

Their customer base includes CBD brands, nutraceutical companies, skincare startups, and laboratory suppliers, each with unique compliance and branding requirements.

Primary Product Categories:

- ✓ Glass & Plastic Vials (clear, amber, cobalt blue)
- ✓ Child-Resistant Containers & Caps
- ✓ Tincture Bottles & Droppers
- ✓ Boston Round Bottles
- ✓ Custom-Printed Labels & Packaging Kits

IDENTIFYING KEY CHALLENGES

Despite having a well-stocked product catalog and a strong logistics operation, Premium Vials was underperforming in online visibility and lead generation. Their website was functionally stable but lacked the technical optimization and conversion-oriented content necessary to succeed in a competitive B2B environment.

- ✓ Low visibility on long-tail, high-intent keywords
- ✓ Poor category page optimization
- ✓ Inefficient mobile performance
- ✓ Limited conversion optimization
- ✓ Weak backlink profile

THE GAME PLAN

Our objective was to elevate PremiumVials.com into a keyword-dominant, conversion-optimized wholesale packaging hub. We designed an integrated SEO, CRO, and content campaign that positioned the brand as a thought leader in regulated and luxury packaging niches, with a mobile-first shopping experience.

CORE STRATEGIC PILLARS



Keyword and Audience Targeting



Technical SEO Overhaul



Content Infrastructure Upgrade



Landing Page Conversion Optimization



Mobile Experience Overhaul

CHARTING OUT THE ROAD TO ONLINE SUCCESS

We treated each packaging product not just as an item for sale, but as a solution to a compliance, branding, or logistic challenge. Our SEO content and UX structure framed the site around real business problems and how Premium Vials could solve them.

- ✓ Created 12 solution pages like “CBD Packaging for Retail Compliance” and “Tamper-Evident Dropper Bottles for Pharma”
- ✓ Added a content hub for packaging education including use cases, comparison charts, and FDA packaging guidelines
- ✓ Implemented anchor-linked table of contents for each long-form category page

SOME HIGHLIGHTS OF OUR ACCOMPLISHMENTS

We achieved a powerful ranking lift in under 6 months by focusing on underserved keyword clusters that aligned with purchase intent.

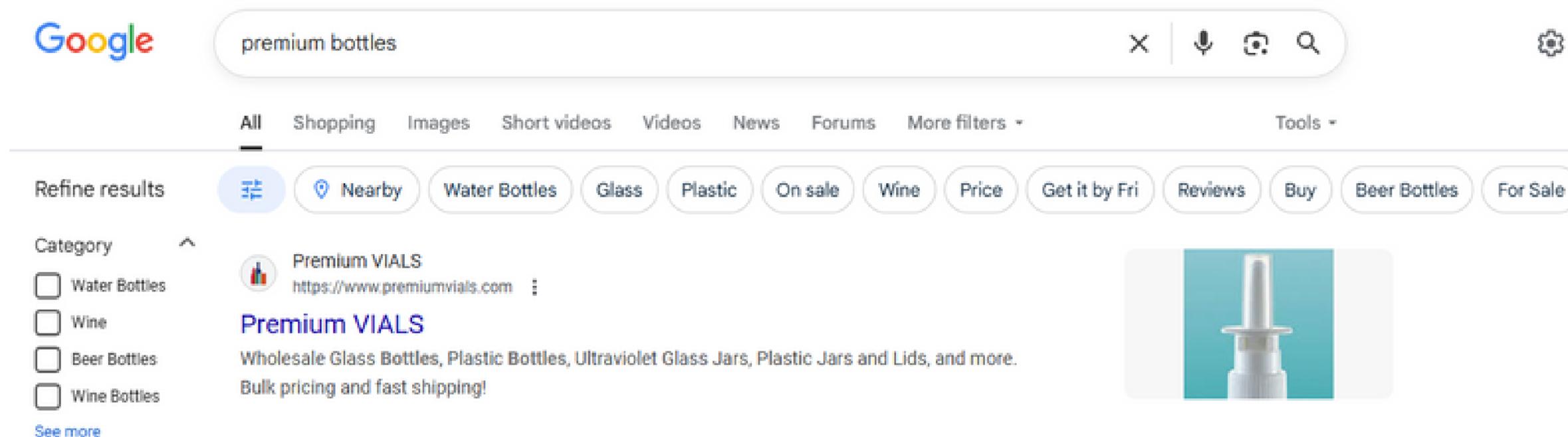
Keyword	Before SEO	After SEO
mini plastic bottles	Not ranked	3
perfume roller bottles	Not ranked	2
empty roller bottles	Not ranked	3
small bottle for juice	Not ranked	4
premium bottles	Not ranked	1

Keyword Visibility Growth:

- ✓ Captured featured snippet for “child-resistant CBD bottles”
- ✓ Product markup added to over 180 listings for Google Shopping integration

A BEFORE AND AFTER LOOK AT THE KEYWORD RANKINGS

This SERP Result Show that our client premium bottles is still on the top of the chart because of our expert hardwork.



IMPROVING CONVERSION RATES FOR PREMIUM VIALS

We knew that B2B buyers make decisions based on information clarity, trustworthiness, and speed. With a UX and CRO overhaul, we reengineered the conversion journey for quote inquiries, custom packaging questions, and reorder requests.

Conversion Results:

- Monthly quote request volume increased from 83 to 134 (↑ 61%)
- Reorder rate for logged-in users rose by 28%
- Average lead value jumped from \$790 to \$1,045 per inquiry

CRO Tactics That Worked:

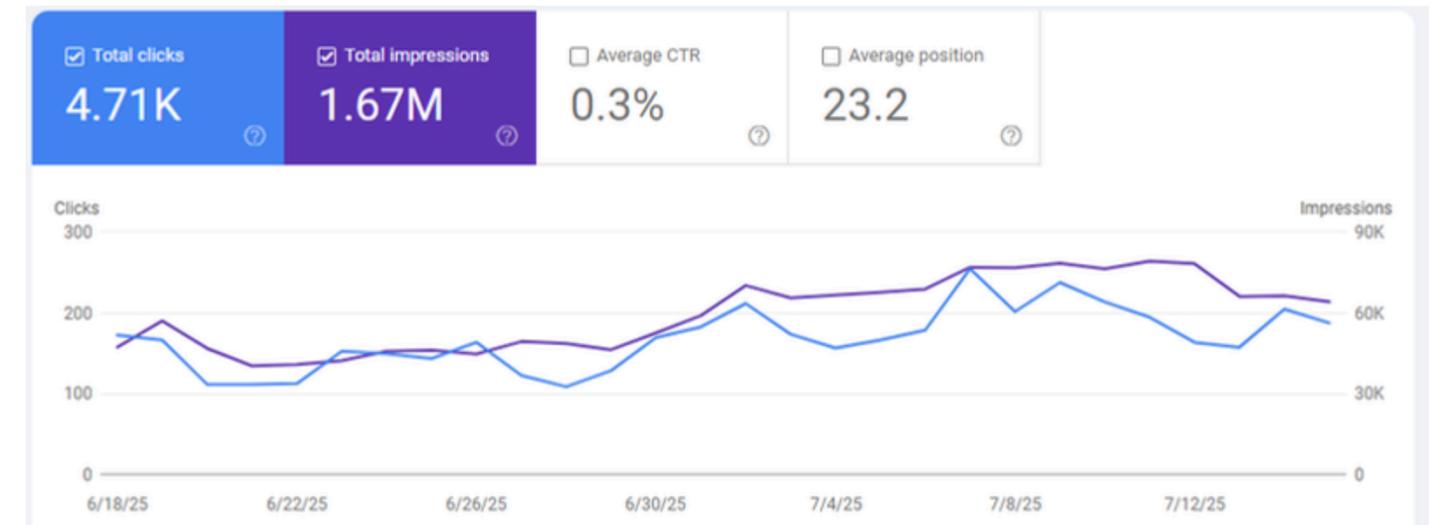
- Created persistent “Get a Custom Quote” button visible on scroll
- Added lead capture forms on blog posts and category pages
- Designed urgency indicators: “Ships in 24 hours” badges on top SKUs

DIVERTING MORE ORGANIC TRAFFIC TO THE WEBSITE

With enriched content and strategic interlinking, we helped Premium Vials move beyond generic traffic into specialized, B2B-qualified visitor segments.

Traffic Achievements:

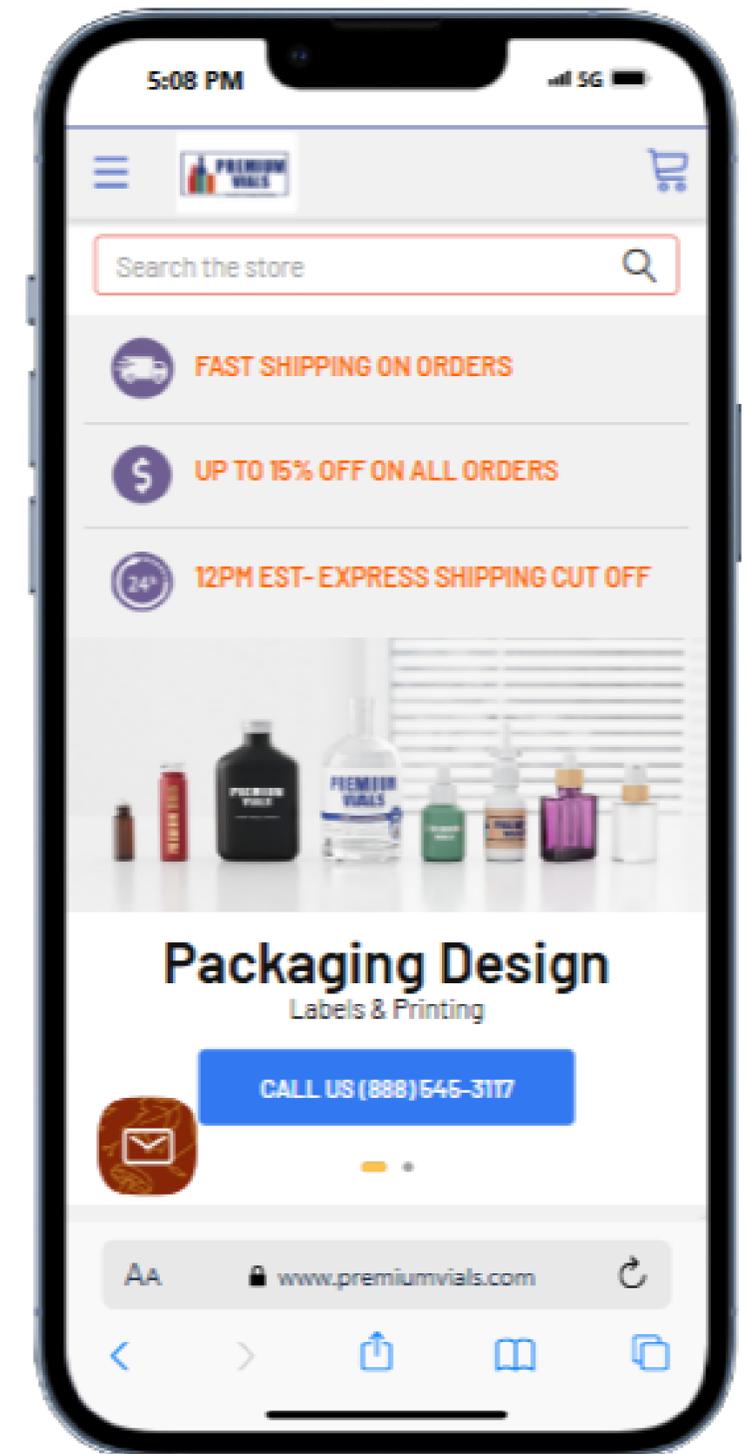
- Organic sessions increased from 6,600 to 16,800+ monthly
- Category page bounce rate dropped from 71% to 48%
- Blog traffic rose 3.2x thanks to “packaging tips” series



DEVISING A WINNING CONTENT MARKETING STRATEGY

The packaging space is niche-specific and compliance-heavy. We focused on building topical authority through industry education, visual explainers, and comparison guides.

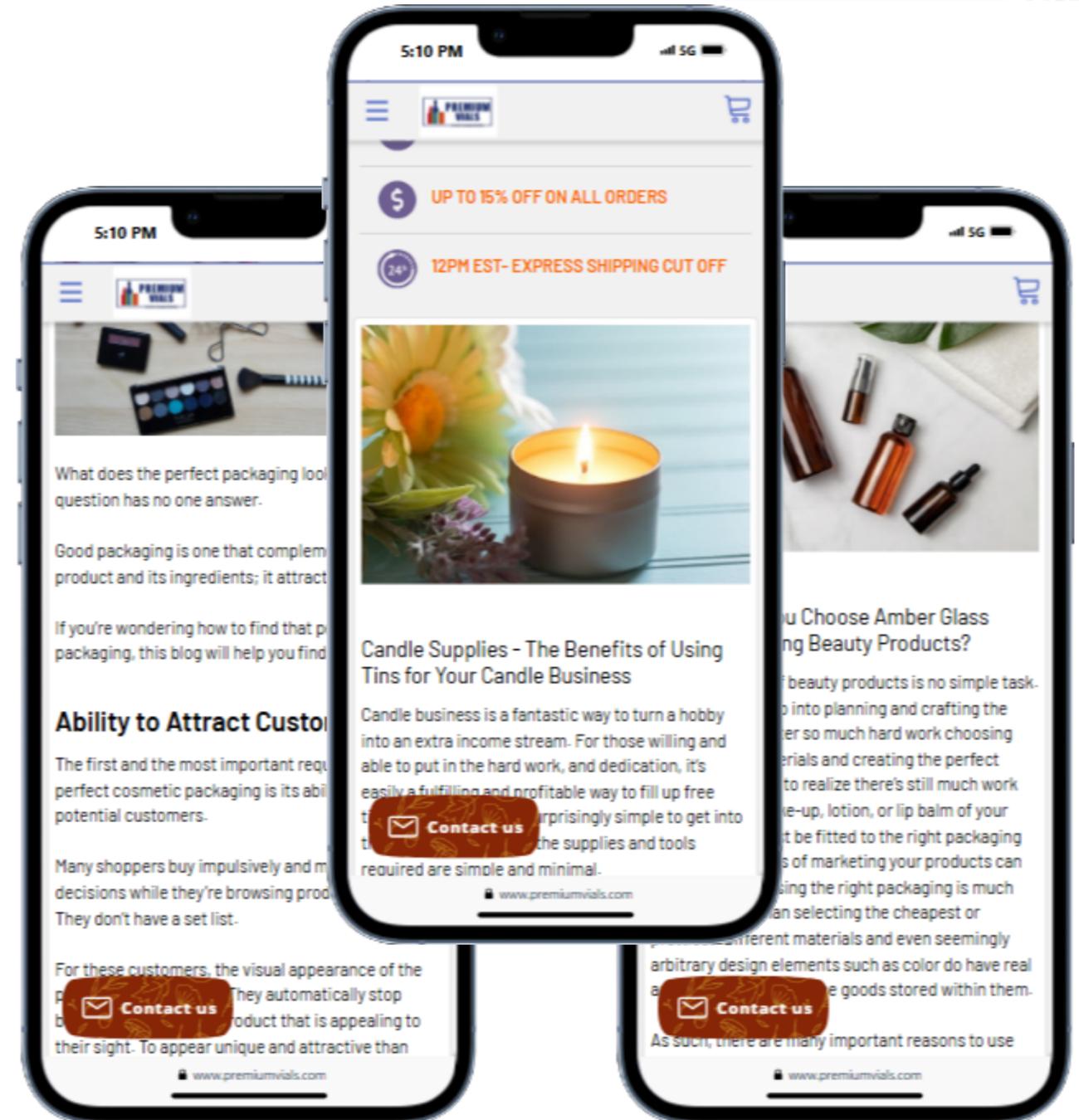
- Top-Performing Blog Posts.
- Lead Magnets.
- Infographics and White Papers.



SOME OF OUR PUBLISHED WORK

We created content that empowered dental professionals with the knowledge to choose, compare, and apply dental tools and implants effectively. Each piece was backed by product accuracy and clinical relevance to drive conversions and trust.

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



LET AMERICA SEO AGENCY ELEVATE YOUR BUSINESS

PremiumVials.com evolved from a static B2B product catalog into a dynamic, high-converting, keyword-rich sales engine. With a robust content ecosystem, optimized mobile flow, and conversion-primed user experience, the business now generates more qualified leads and repeat customers than ever before.

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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