

CASE STUDY

CASE STUDY - THRU WAVE, INC.
BY TNW CREATIONS



CASE STUDY

TNW Creations generated significant traffic for Thru Wave, Inc. from 2020-2021

OBJECTIVES

A manufacturing company in Seattle, Washington, Thru Wave, Inc. partnered with TNW Creations, LLC. to initially audit their website and optimize for search engines and create traffic.

The resulting outcome was impressive and began a 6 month partnership.

SOLUTIONS

First, identify problem areas on the company website with a thorough audit, utilize design and development edits to optimize the website. Write and implement advanced SEO through the forms of JSON-LD and Schema.

In the first 28 days, Thru Wave, Inc traffic jumped from 1 click and a 66 rank for the keyword, "Thru Wave" to 160 clicks and 32.8 ranking.

BENEFITS

Impressive Traffic and Click Through

Thru Wave began in July 2020 with essentially zero traffic and ended their partnership with TNW Creations with 1,870 clicks to their website and over 11,000 impressions for just January 2021 alone. Their Marketing Director was very pleased and stated he hoped to work with TNW Creations again down the road.

Expert Code Implementation

Thru Wave, Inc. needed to monitor their downloads and was able to track the number of downloads and follow through on potential clients as a result of the expert coding and implementation by TNW Creations, LLC.

AT A GLANCE

Challenges

- Google Analytics Setup
- HubSpot Tracking Setup
- Web Development Edits
- Assessed SEO gaps
- Social Share Settings
- UA tracking code
- Indexed Thru Wave on Google Search Console
- Weekly Google indexing
- Setup 301 Redirects for old urls
- Added Metadescriptions
- HubSpot Reports & Analytic integration
- Advanced HubSpot tracking for downloads
- Wrote and implemented JSON-LD / Schema Code



"I enjoyed working with you and appreciate your help!"

Kerry Krause,
Marketing Director
Thru Wave, Inc.

The Client

Industrial Automation

ThruWave makes the invisible visible with human-safe millimeter waves. ThruWave's high throughput X2 mmWave Imaging System enables unprecedented supply

 **20**
Employees

 **Seattle,**
Washington

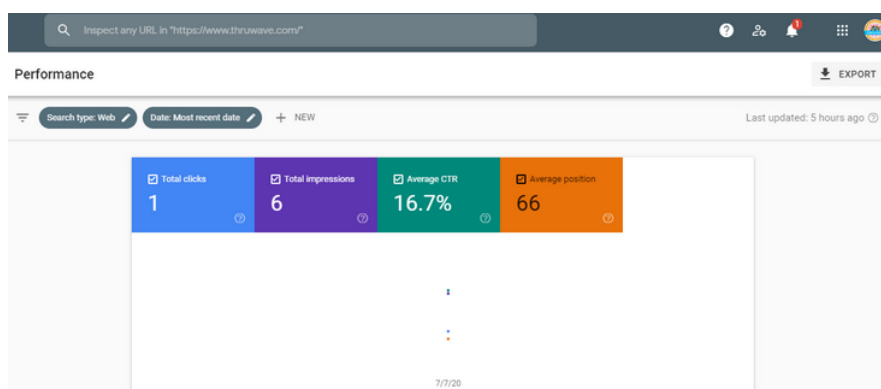
COMPANY INFORMATION



Thru Wave's groundbreaking 3D millimeter wave imaging technology is the only high-throughput, human-safe approach for seeing through opaque materials.

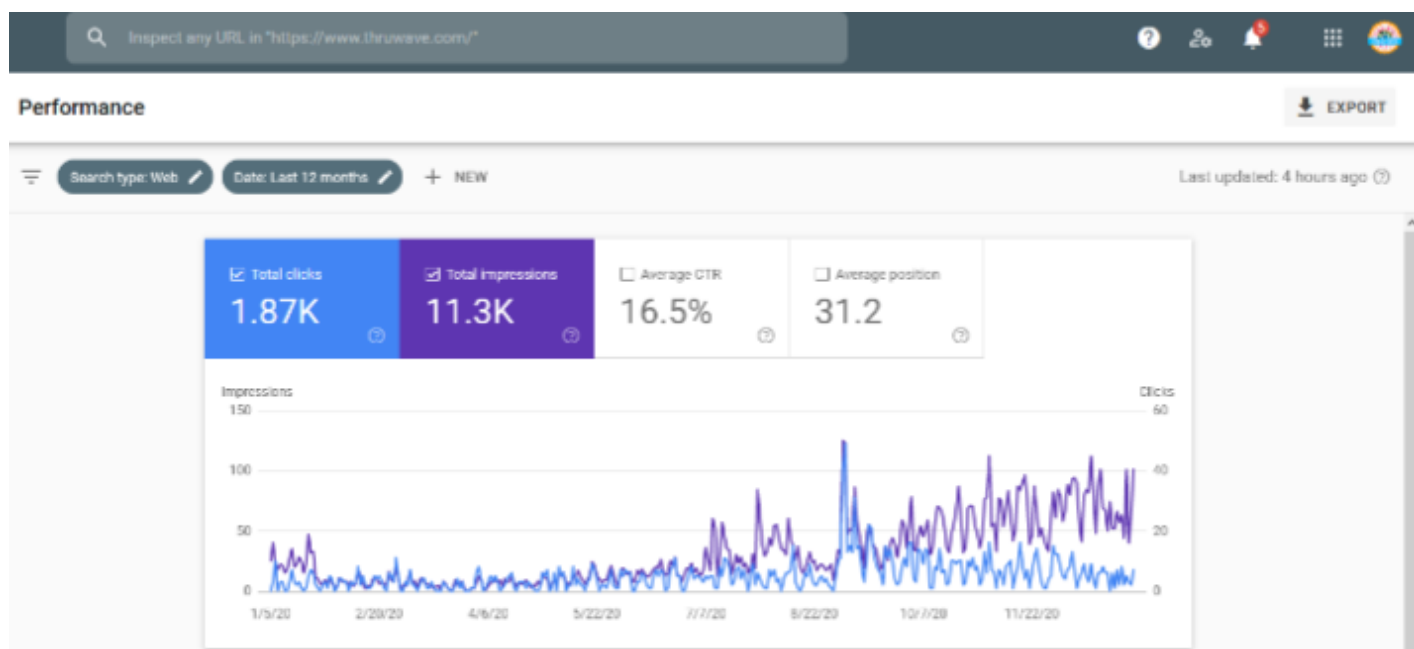
STARTING MONTH

7/2020



FINAL MONTH

1/2021



An aerial view of a city at dusk, featuring a multi-lane highway with traffic. Tall buildings are visible on either side of the road, and the sky is dark with some light streaks. Digital light effects, including vertical blue lines and glowing white circles, are overlaid on the image.

TNW CREATIONS, LLC.

EXPERT SEO SINCE 1995

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Industrial Automation & Manufacturing

JULY 2020 - JANUARY 2021
BY TNW CREATIONS, LLC.

WWW.TNWCREATIONS.COM