

**RENTEX**

Computer & Audio Visual Rentals

*"Since 1980"*



## CASE STUDY



WEBSITE REDESIGN LEADS TO  
SURGE IN ORGANIC TRAFFIC

## WEBSITE REDESIGN LEADS TO SURGE IN ORGANIC TRAFFIC

### HIGHLIGHTS

Increased organic traffic by **725%**

Grown keywords ranked in the top 100 by **350%**

Scaled Organic Conversions by **888%**

Increased Estimated Organic Revenue by **337%**

**100%** SEMRush SEO Site Audit Score

### SERVICES



Website Design & Development



SEO



Paid Search

### BACKGROUND

Rentex is a leading provider of computer, production, and audio visual rental equipment in the nation. With over 12,000 customers and growing, Rentex supplies many of the nation's largest companies with rental equipment from their distribution facilities located across the U.S.

### THE CHALLENGE

Prior to collaborating with inSegment, Rentex faced two major challenges. The company targets a "cross-rental" audience, which consists of companies that organize professional events and are in constant need of AV equipment. Due to its large product inventory and cart-checkout function, Rentex's old site operated similar to a B2C e-commerce experience – often causing Google to misinterpret keywords as B2C and display shopping results, which conflicts with Rentex's B2B nature. As the AV-rental industry landscape is complexly competitive, Rentex sought to further define itself an industry leader and remedy its site's misguided B2C-orientation.

According to Rentex's Director of Marketing & AVP, Marcel Maillet, "at the time we were looking for someone to redesign our website. We didn't have the ability to update our content, so that was a big challenge for us. We were also looking to optimize our paid search account on google. We were looking to build out some landing pages to optimize our conversions. And we needed more exposure on the SEO side of things."

### GOALS

- Drive more organic traffic
- Increase conversion volume
- Improve site functionality and performance
- Decrease cost per conversions

## Computer & Audio Visual Rentals from Rentex Shipped Nationwide

Founded in 1980, Rentex is one of the largest providers of computer & audio visual rental equipment in the nation. Our warehouses contain over 35,000 pieces of high-quality, name-brand rental equipment which consists of: Projectors, Video Cameras, Production Equipment, LCD/LED Displays (including seamless video walls and touch screens), Pro AV Equipment, Computers & Laptops (Macs and PCs), and more all available for rent nationwide by the day, week, or month.



### Projector Rentals

LCD Projectors, DLP Projectors, Lenses & Accessories, Projection Screens

[See All Projector Rentals](#)



### Display Rentals

LCD Displays, LED Displays, 3D LED Displays, Plasma Displays, Touch-Screen Displays, Video Walls

[See All Display Rentals](#)



### Video Camera Rentals

HD Cameras, SD Cameras, Camcorders, Signal Processing, Camera Accessories

[See All Video Camera Rentals](#)



### Computer Rentals

PC Laptops, Mac Laptops, PC Desktops, Mac Desktops, iPads, Servers, Networking Equipment, Software

[See All Computer Rentals](#)  
[See All Laptops](#) [See All Desktops](#)



### Audio Equipment Rentals

Wireless Microphones, Microphones & Accessories, Speakers & Accessories, Mixers, Equalizers & Amplifiers, Audio Recorders

[See All Audio Equipment](#)



### Pro Video Rentals

Signal Processing, Switchers, DAs, Converters, Multi-Viewers, Digital Video Recorders, Playback Pro Systems [See All Video Equipment](#)



### Presentation & Office

Projection Screens, Blu-Ray & DVD Players, Printers, Fax Machines, Copiers, Ploters  
[See All Presentation & Office Equipment](#)  
[See All Presentation](#)  
[See All Office Equipment](#)

**Lowest Price Guarantee**  
If you find a lower rental rate, we'll beat it by up to 10%!

**FREE \$50 GIFT**  
We'll send you a Free \$50.00 Visa Gift Card with your next rental order. [Click for details.](#)

Computer Rentals & Audio-Visual Rentals from Rentex - Shipping Requirements

Computer Rentals are our specialty! Founded in 1980, Rentex is one of the largest providers of computer rental equipment in the nation. We offer computer rentals, laptop rentals, LCD projector rentals, plasma display rentals, flat panel monitor rentals and much more by the day, week, month, or longer.

We can ship computer rental equipment to any location in the U.S. within 24 hours. In many U.S. cities we offer same-day delivery. Maintenance is FREE during your rental.

"Lowest Price Guarantee" ensures that you receive the lowest rates available when you rent computers from Rentex. If you find a lower computer rental rate, we'll try to beat it by up to 10% -- guaranteed!

With over 12,000 customers -- and growing -- we supply many of the nation's largest companies and trade shows with computer rentals and related equipment.

We offer only top-quality equipment from the major manufacturers, such as Barco, Christie, Panasonic, Eiki, Lenovo, Apple, NEC, Sony, Samsung, AJA, Analog Way, Mackie, Shure, and more.

Our warehouses contain over 20,000 pieces of computer rental equipment, enough to handle orders from one piece to thousands of pieces.

You can request a price quotation for computer rental equipment online, from this website, or call our trained sales representatives for personal, friendly service at (800) 574-1702 between 8:30 AM and 9:00 PM, EST.

## Get A Free Instant Quote Now:

We Rent Only To Businesses  
Please fill in all of the following fields to submit your instant quote now. A representative will be in contact with you shortly.

\*Required

\* Company:

\* First Name:

\* Last Name:

\* Email Address:

Phone:

\* Delivery City:

\* Delivery State:

\* Delivery Date:

\* Duration:

Please enter a brief description and quantity of the products you wish to rent from Rentex.com

Enter Rental Equipment:

[Get Started](#)

Privacy Policy  
We will not share your information - period.

**Sign Up For Our Newsletter**

Enter Your Email  [Go](#)

Keep up to date on new products, special offers and technology news.

### High-End Rental Equipment From:

- BARCO
  - Panasonic
  - SAMSUNG
  - Apple
  - JBL
  - SHURE
  - SONY
  - SOUND DEVICES
  - SHARP
  - lenovo
  - YAMAHA
  - MACKIE
  - AKStumpfl
  - AJA
  - EIKI
  - CHRISTIE
- And many more at the Guaranteed Lowest Rental Rates!

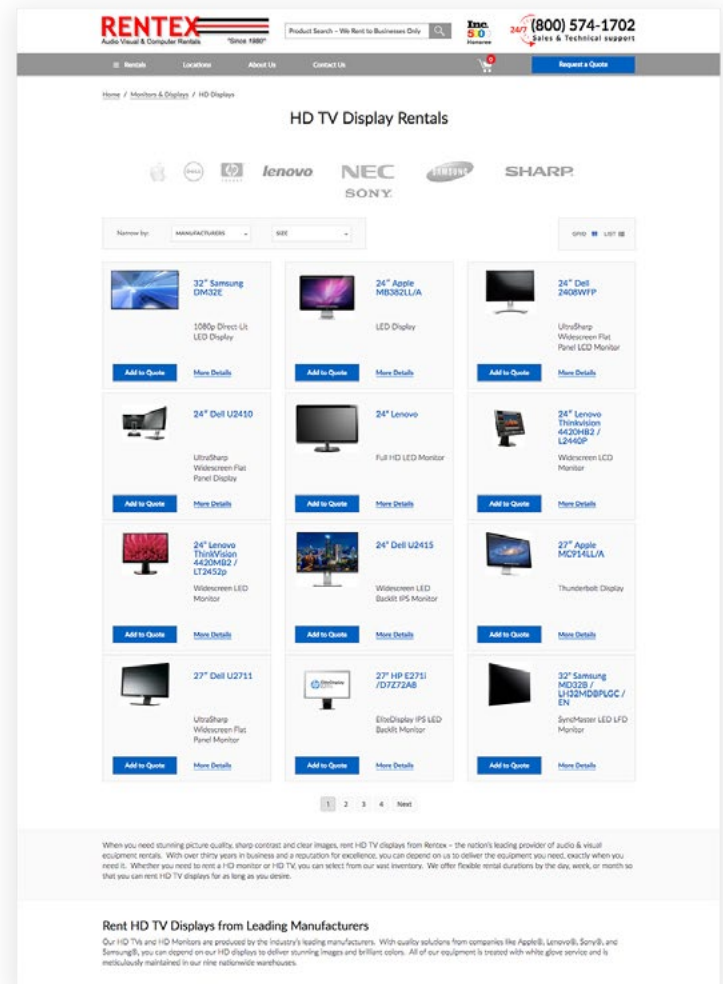
**VISIT US** at any of our convenient locations:

Boston, MA      Orlando, FL  
Philadelphia, PA      Las Vegas, NV  
New York, NY      Dallas, TX  
Washington DC      Chicago, IL

## THE SOLUTION

In 2016, inSegment entirely redesigned and developed Rentex.com to establish the company as a leader in the crowded AV rental market. To meet this challenge, inSegment created and employed an innovative project-plan that consisted of revolutionary web development and design, content creation, website programming, and CMS development and integration.

inSegment's holistic approach aimed to increase search engine visibility, site traffic and on-site engagement by restructuring the site and enhancing its functionality. inSegment worked on all of the site design, development, content and conversion optimization collaboratively as one big team of designers, developers, SEOs and PPC managers - something unique to the agency. Maillet expanded, "The thing that makes inSegment different from everybody else is they provide everything under one roof. That helps to align a lot of our marketing initiatives."



inSegment took extraordinary care in redesigning the site to ensure that the new Rentex.com was flawless. Each of the tactics used required a substantial amount of time and effort. To achieve organic search goals, inSegment used several SEO tactics, which can be grouped together into four main categories: keyword research and on-page, technical, and off-page SEO.



➤ Projectors & Lenses



➤ Projection Screens



➤ Monitors & Displays



➤ Video Cameras & Camcorders



➤ Video



➤ Audio



➤ LED Lighting & Power Distribution



➤ Computers

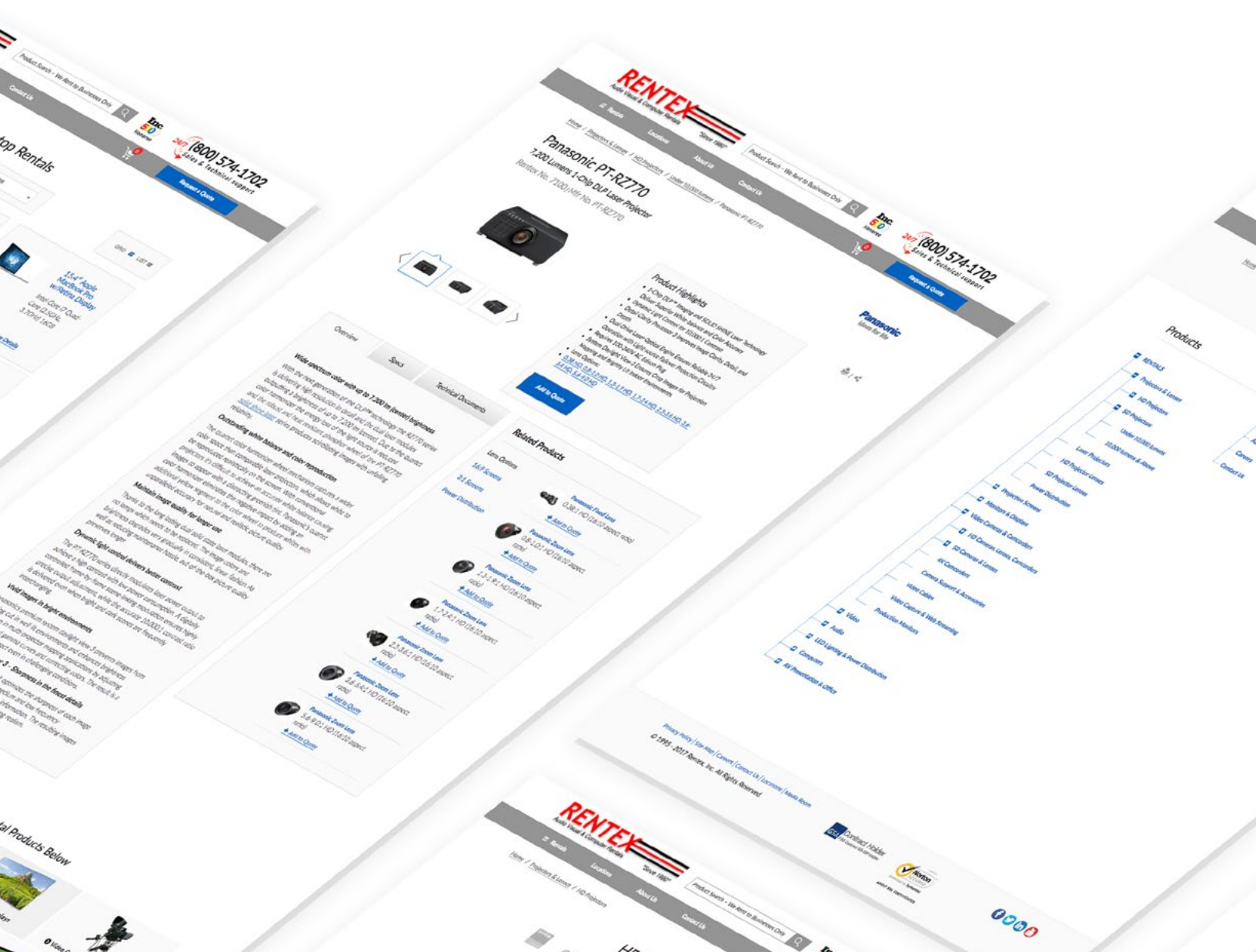


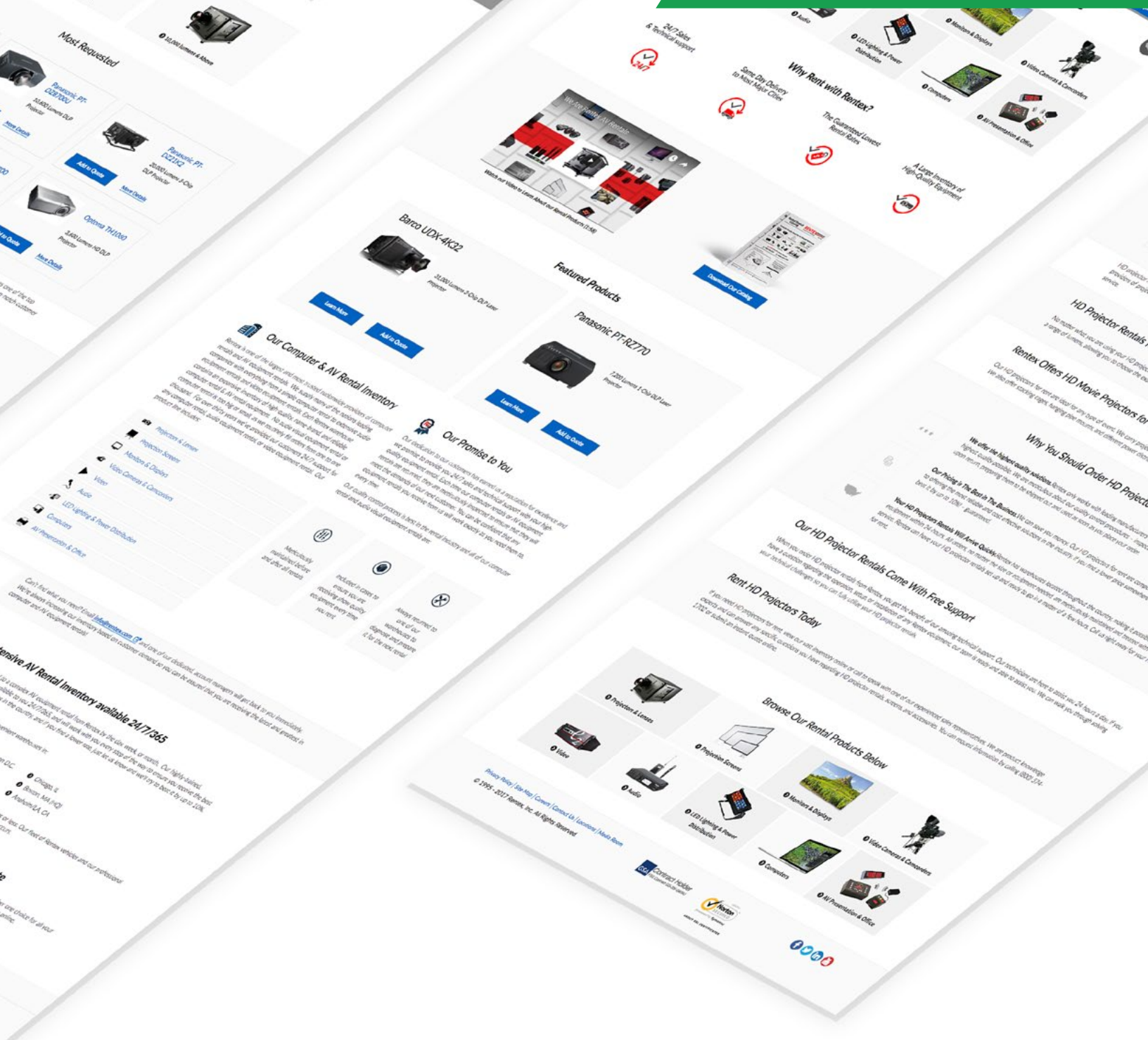
➤ AV Presentation & Office

inSegment's keyword research identified the highest-searched keywords surrounding Rentex's core products, which include projectors and lenses, projection screens, monitors and displays, video cameras and camcorders, video, audio, LED lighting and power distribution, computers and AV presentation and office. To guarantee traffic relevance, inSegment ensured that these keywords included the words "rent" or "rental." inSegment then benchmarked keyword rankings and competition.

With regards to On-Page SEO, inSegment wrote content for all 100+ Rentex product pages. inSegment's team of highly-skilled developers also created meta tags for all website pages – close to 150 pages – and included schema markup on all applicable pages, helping search engines return more informative results for users.

To increase site engagement and conversions, inSegment revolved the website around a "Quote Cart" functionality in which renters could easily request quotes. This new function allowed Rentex's sales teams to respond to renter-requests with speed and ease. inSegment's team incorporated target keywords throughout the content on the appropriate pages and designed a sitemap and architecture to best emphasize Rentex's key pages. Additionally, the team integrated internal links that sent "link juice" to key pages.





inSegment remedied the website's technical SEO by conducting a site audit using a variety of industry-leading tools, to iron out all errors, issues, and warnings, as well as, eliminate any duplicate content. Furthermore, inSegment worked closely with internal developers to compress images and reduce scripts to optimize page speed and loading time, and continued these improvement efforts for months following the launch.

Lastly, inSegment focused on Rentex.com's off-page SEO by implementing a content marketing strategy which included identifying and improving struggling keywords, establishing a company blog, sharing press releases and promotional videos, and constructing backlink building. Its development of backlink building included determining target keywords and placements, defining a strong strategy and pitch, identifying quality link partners, and syndicating press releases.

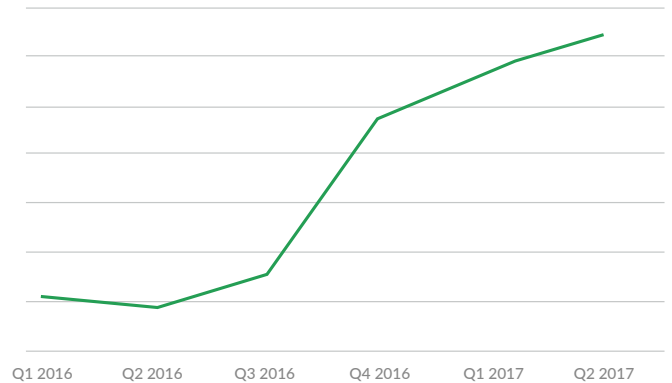
## THE RESULTS

inSegment's transformational and fully-responsive website redesign has led to outstanding digital marketing success. Since the new website's launch, SEO goals have been achieved through a combination of improving rankings on key terms and finding new long-tail terms. The thorough redesign and redevelopment significantly improved the client's keyword rankings, increased organic traffic by an astounding 725%, and markedly decreased bounce rates by 25%. Its strategic redesign has earned the site an impeccable, 100% SEMRush SEO Site Audit Score and has delivered the leading AV rental company enormous return—resulting in 337% ROI growth.

According to Maillet, "Our experience working with inSegment has been great. They've implemented a redesigned website - which has been a lot more user friendly for our visitors - increased conversions, increased our overall organic traffic, as well as optimized our paid search.

"We would recommend inSegment to other companies looking for online marketing initiatives because of the teamwork environment and the hands-on environment that their team provides...They're very result-oriented. Anything you do, you'll see results for and [inSegment] will provide that information to you."

### QUARTERLY ORGANIC TRAFFIC 2016-PRESENT



## SITE AUDIT: OVERVIEW

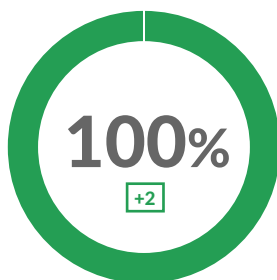
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**User Agent:**  
SEMrushBot-Desktop

**Last Update:**  
May 7, 2017

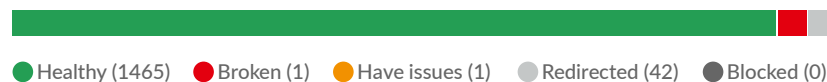
**Crawled Pages:**  
1509

### TOTAL SCORE



### CRAWLED PAGES

1509



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