

CASE STUDY

PAJAK ENGINEERING LTD.

World-Wide Operations

Industry: Oilfield Project Management
& Wellsite Supervision



Pajak Engineering (Pajak) is a Calgary-based wellsite supervision and project management company. With offices in Denver, Doha, and Abu Dhabi, Pajak completes projects for top oil and gas companies in every corner of the globe.

The Problem

In 2011, Pajak Engineering was growing rapidly, and needed to develop an online presence that effectively reached and engaged their target market of large oil and gas firms. Pajak trusted its online marketing project to ActiveConversion, as they specialized in working with energy and industrial companies, and had a portfolio that included more than 30 oil and gas related projects. ActiveConversion was selected to work with Pajak to help them establish an online presence that communicated their expertise as a top Canadian project management and wellsite supervision company.

“As a well-established firm, our name and corporate profile are well known and understood domestically, but our profile internationally was less well known,” said Simon Stone, Pajak’s International Operations Advisor. Having worked on several international oil and gas websites, ActiveConversion was presented with the challenge of re-engineering Pajak’s online sales and marketing to highlight the company’s international experience, while maintaining its Canadian roots.

The ActiveConversion

SOLUTION

Domestic Website

ActiveConversion first worked with Pajak Engineering in 2011 when they delivered a complete online sales and marketing system for Pajak's main website: PajakEng.com.

To begin its project with Pajak, ActiveConversion conducted an extensive website redesign. The new Pajak website needed to be professional, conversion oriented, and also visually appealing to Pajak's technically sophisticated audience. When redesigning the website, ActiveConversion ensured that Pajak's expertise in wellsite supervision and project management was highlighted with imagery and informative content that was targeted toward their large oil and gas buyers. The navigation and page layout of the website were set up in a logical and conversion oriented format, making it easy for visitors to find the information they needed and contact Pajak. When the new Pajak Engineering website was completed, ActiveConversion received an Interactive Media Award in Outstanding Achievement for their work on the website.

With a new, high functioning website built for Pajak, ActiveConversion now needed to drive targeted traffic to the website through search engine optimization (SEO), online advertising, and email campaigns. To do this, ActiveConversion used their proven methodology to identify keywords that were relevant and targeted to Pajak's business, and their large oil and gas buyers. Using the identified keywords, ActiveConversion implemented SEO and online advertising campaigns to ensure Pajak's website was easily found in both natural and paid search results under targeted searches.

To further increase targeted traffic to the new Pajak website, ActiveConversion developed a custom email marketing campaign that Pajak could use to bring prospects and leads from their own contact database to the website. Through the implementation of these campaigns, in addition to ActiveConversion's analytics and monthly reporting, the volume and activity of Pajak's visitors became systematic and actionable.

1

As a result of ActiveConversion's online marketing efforts, PajakEng.com was able to rank above competition in Google search rankings and traffic rankings only 4 months after the website's deployment.

2

With the project complete, PajakEng.com was now able to be found on the first page of search results for relevant keywords such as, "drilling project management."

3

A year after ActiveConversion's work was finished, Pajak saw a 40% increase in visitors compared to the previous year.

International Website

In 2013, Pajak decided to expand on the success of PajakEng.com, and reach more of their overseas customers by developing an international website. At this point, ActiveConversion had helped more than 50 similar industrial companies to expand their online presence to new markets, and knew how to reach and appeal to an international audience online.

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Our existing online presence no longer accurately represented the scope of our international work. It became necessary to rebrand our international business model to demonstrate our experience and capability to potential clients.

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Simon Stone,
International Operations Advisor



To appeal to Pajak’s international industrial audiences, ActiveConversion knew it was essential to highlight their international project experience. ActiveConversion worked with Pajak to develop a new international website that could be easily accessed from their domestic website.

The highlight of the website included an interactive location map, which showed all of the projects that Pajak had been involved in world-wide. This interactive map allowed visitors to see information about Pajak’s projects within a particular country by simply hovering over the country on the map. The map also showcased the top oil and gas companies that Pajak had worked with across the globe. By developing the new Pajak international website, ActiveConversion was able to help Pajak showcase their international expertise, and facilitate growth in international markets. **“The new website is clear, straightforward, and illustrates the countries in which we can and have worked”** said Stone.

RESULTS

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The most valuable change on the international website has certainly been the accurate capturing of Pajak’s growing experience and capabilities. The new website is clear, straightforward, and illustrates the countries in which we can and have worked, and the broad range of services offered by our company

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Simon Stone,
International Operations Advisor

ActiveConversion used their industrial online sales and marketing expertise to create a complete online marketing system for Pajak Engineering – one that was optimized to generate leads, communicate expertise, and help Pajak to compete as a top wellsite supervision and project management firm world-wide.

About ActiveConversion

ActiveConversion specializes in developing repeatable online sales and marketing systems for industrial companies. Our technology-based system employs best practices in online marketing and lead generation, and delivers measurable results to our customers. Since 2004, we have completed more than 500 successful projects to help companies succeed online. For more information, visit activeconversion.com or call 1-877-872-2ROI.