



**Clip-Lok SimPak<sup>®</sup>**

Clip-Lok Website and Social Media  
Status and Strategy

[www.clip-lok.com](http://www.clip-lok.com) - Status

# SEO support

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- SEO consultant has been providing support for nearly a year
- We have made changes to our site to improve visibility on search engines
  - Technical changes
  - Structural changes
- Consultant has been building links to our site from
  - Blogs
  - Web catalogues

# Building links?

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- A "link" to a website can be thought of as a "vote". The more links your site gets the better.
- The "quality" or source-relevance of the link is also important. But all links count.

# Link examples

Business Packaging - Windows Internet Explorer

http://www.stpt.com/directory/business/packaging/

File Edit View Favorites Tools Help

dashboards Microsoft Dyna... Suggested Sites Web Slice Gallery

## STARTING POINT

Starting Point > Directory > Business > Packaging

### Listings

[City Paper Company](#)  
Provides businesses with retail packaging solutions such as bags, boxes, ribbons, and tissue paper.  
[www.citypapercompany.com](http://www.citypapercompany.com)

[Clip-lok SimPak Packaging](#)  
Offers flexible packaging solutions for a variety of industries like automotive, aeronautics, defense, emergency units, technology, recycling and liquid transportation.  
[www.clip-lok.com](http://www.clip-lok.com)

[Plastic Bottles and Containers](#)  
Container and packaging supply company that offers plastic bottles for a wide range of different industries. Bottles are available in a variety of different styles, colors and materials.  
[www.containerandpackaging.com](http://www.containerandpackaging.com)

[Pricegunland.co.uk](#)  
UK online retailer selling price guns, pricing gun labels, ink rollers, A4 laser labels, and promotional labels.  
[www.pricegunland.co.uk](http://www.pricegunland.co.uk)

[Weir and Carmichael Industrial Sacks and Bags](#)  
Liverpool based company that specialises in industrial packaging for commercial businesses. Products offered include bulk bags, net bags, seed bags, recycling bins, woven polypropylene sacks and recycling bags.  
[www.weirbags.co.uk](http://www.weirbags.co.uk)

clip-lok simpak - Yahoo! Search Results - Windows Internet Explorer

http://search.yahoo.com/search;\_ylt=Awrj4kG6nVSt2EACg1hxrF...?p=clip-lok

File Edit View Favorites Tools Help

dashboards Microsoft Dyna... Suggested Sites Web Slice Gallery

Home Mail News Sports Finance Weather Games Groups Answers Flickr Mo

## Yahoo!

clip-lok simpak Search

Web

[Clip-Lok patented collapsible and reusable packaging solutions](#)  
[www.clip-lok.com](http://www.clip-lok.com) Cached  
Clip-Lok offers you reusable, cost-saving packaging solutions with low environmental impact - Read about our innovative transport boxes

[The Clip-Lok SimPak® Group is a global network of packaging ...](#)  
[www.clip-lok.com/en/Contact](http://www.clip-lok.com/en/Contact) Cached  
The Clip-Lok SimPak® Group covers marketing, sales, client liaison and manufacturing on five continents - Contact us for more information

Anytime

Past day

Past week

Past month

### Clip-lok Simpak - Video Results

[Clip-Lok company...](#)

[Assembling a larg...](#)

[Collapsing a reusa...](#)

[Clip-Lok 2P box ...](#)

[Clip-Lok standard...](#)

[Assembling a reus...](#)

More Clip-lok Simpak videos

[Clip-Lok \(SA\)](#)  
[www.clip-lok.co.za/about.html](http://www.clip-lok.co.za/about.html) Cached  
The Clip-Lok SimPak® Group is a global network of packaging companies and covers marketing, sales, client liaison and manufacturing on five continents.

[Clip-Lok SimPak - Company | Facebook](#)  
[www.facebook.com/ClipLokSimPak](http://www.facebook.com/ClipLokSimPak) Cached  
Clip-Lok SimPak. 38 likes · 1 talking about this. ... Our final exhibition stop during our busy autumn will be Elmia Subcontractor in Jönköping, Sweden.

[packIQ | Clip-Lok SimPak™ - packIQ | Sustainable Packaging ...](#)  
[packiq.com/index.php?option=com\\_content&view=article&id=...](http://packiq.com/index.php?option=com_content&view=article&id=...) Cached  
Clip-Lok Supports Sub-Contractor To NASA; Clip-Lok SimPak Packaging - New GPS Tracking System; S.C. Smart Business Recycling & Green Hospitality Awards

**clip-lok**

[Scandinavian Airlines](#)

www.SAS.dk AdChoices

Altid billige rejser på SAS.dk. Book direkte i lavpriskalenderen!

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Home: Keyword Search

clip-lok

**Related Categories**

Sponsored Editor Rating

Audio Chat Downloads Editor Suite Games Membership Shopping Video

Features A C D E G M S V

Keyword(s): clip-lok  
1 - 10 of 73

**Clip-Lok Packaging Solutions**  
Topic Reusable and flexible transport solutions for lean manufacturing and special shipping.  
Commodities > Packaging and Containers  
www.clip-lok.com

**Idaho Potato Commission**  
Topic Tips, recipes, news, potato clip art, and the Spuddy Fan Club.  
Recipes > Vegetable  
www.idahopotato.com

**Wonderland Wigs**  
Topic Stocks a wide range of high quality synthetic wigs, ¾ wigs, half wigs, hair extensions, hairpieces, clip in ponytail, clip in fishtail plait and clip in hair buns.  
Hair Care > Wigs

**GreenStalk.com**

Search

**GreenStalk The Web Directory**

Home Submission Info Link to GreenStalk Contact Us Advertise

Searching For 'clip-lok'

GreenStalk Web Directory :: Searching

Found 9 Matches

- Clip-lok Simpak**  
The original, patented returnable Clip-Lok transport box consists of plywood panels held together with our original, detachable spring steel clips.  
http://www.clip-lok.com  
From: [Business/Shipping/](#)  
Relevance: % ██████████
- Foto Search Banco de Imagens e Anima??es Royalty Free**  
Busca de arquivos de imagens, fotos royalty free, ilustracoes, imagens clip art, mapas e video clip footage.  
http://www.fotosearch.com.br/  
From: [Arts/Animation/](#)  
Relevance: % ██████████
- Vogue wigs**  
Find the latest clip in hair extensions, in many different styles. You can choose from many different name brands such as Forever Young, Revlon, Baguel, Welch etc.

Traffic Rank  
greenstalk.com  
**108,636**  
Powered by Alexa

og | Shippingløsninger til industrien – fleksible transportkasser - Windows Internet Explorer

http://topjting.dk/shippinglosninger-til-industrien.html

DSEI 2013 - Contact Us

Clip-Lok

Top Ti Ting | Shippingløsning...

View Favorites Tools Help

vert - Select

boards Microsoft Dyna... Suggested Sites Web Slice Gallery

## Top Ti Ting

Oh, vi elsker listen læs den top 10 listen

forside om top ti ting

Follow Me: [Facebook](#) [Twitter](#) [LinkedIn](#)

### Shippingløsninger til industrien

Posted on november 21, 2012 by [Egon](#)

Grab This

**Top Ti Tilbud**

BERLINGSKE

Få avisen fre, løv- og søndag + alle digitale produkter hele ugen.

4 med abonnementet 199 kr. 397 kr. med levering

KOBNU

**Kategorier**

- [Billedkunst](#)
- [Blandet](#)
- [Bøger](#)
- [Fede lister](#)
- [Ferie og rejser](#)
- [Finans](#)
- [Gaveidder](#)
- [Kontorartikler](#)
- [Lego](#)
- [Mad](#)
- [Musik](#)
- [Shopping](#)

ng-og-tran

DSEI 2013 - Contact Us


Clip-Lok

Fleksible transportkasser til s...

allery

## Blogging

Blogging Blog




Forside

← Priorit dine kontorindkøb Er 3F en stævet mastodon? →

### Fleksible transportkasser til shipping og transport


Udgivet den 21. november 2012 af [Janus Kristensen](#)



Tilbud

SPIL LOTTO OG VIND EN SPRIT NY CHEVROLET SPARK

+ 1 ÅRS GRATIS FORSØRNING



**Nye indlæg**

- Lad dine børn opleve naturen
- Hæverklæder i familien
- Eventbureau eller gratis oplevelser
- Godt nyt på transportfronten
- Undgå en julefrokost skandale

**Nye kommentarer**

- Plåstedstøv løv - Gode ideer til plåstetlogning til 4 Pine seværdigheder i Danmark
- Værd at vide om efterhøjeBlogging til Oplevelser for familien Danmark
- Historien bag restauranter og madlavningBlogging til Mad fra de varme lande
- Fleksible transportkasser til shipping og transport

### Logistikløsninger til industrien

Miljøvenlige og omkostningsreducerende [transportbokse](#) i træ der også er genbrugelige og modulerbare, forærer din forretning en kæmpe fordel når der er tale om logistik.

Kan du forestille dig en box i træ, der kan genbruges og der kan klappes sammen så den ikke fylder mere end 20 % af den plads emballagen kan indeholde. Transportkassen kan desuden konfigureres efter din virksomheds behov og markedsføres i dag præfabrikerede løsningsmodeller til transportindustrien, aviation industrien, forsvaret og det er desuden muligt at indstille beholderne så transport af farlige væsker er mulige.

Shipping og logistikløsninger til industrielle enheder fylder ikke det store i dagligdagen, men jeg blev ret fascineret af denne miljøvenlige løsning, kasserne er lavet af krydsfiner,

# Benchmarking

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- We have researched companies that we should benchmark ourselves against – Nefab, VPE Global (Versi-panel) and Bentley.
- Google has a website-quality ranking system from 1 to 10 where 10 is the top ranking. (Google.com is ranked 9)
  - Nefab is ranked 4
  - Clip-Lok.com is ranked 3
  - Bentley is ranked 3
  - VPE Global is ranked 1



# German language site is published

<a href="#">Produkte</a>	<a href="#">Kunden</a>	<a href="#">Segmente</a>	<a href="#">Maßgeschneidert</a>	<a href="#">Kosteneffizienz</a>	<a href="#">Neuigkeiten</a>	<a href="#">Umwelt</a>
<a href="#">Über Clip-Lok</a>	<a href="#">Kontakt</a>					

## Die weltweit

agierende *Clip-Lok Group* bietet ihren Kunden maßgeschneiderte, kostengünstige Mehrwegverpackungsprodukte ohne Kompromisse

Clip-Lok kontaktieren  
Hier klicken





Durchstöbern Sie unsere Website, um sich einen Überblick über unsere Mehrwegverpackungssysteme zu verschaffen. [Erfahren Sie mehr](#)

### Kosteneffizienz




Clip-Lok blickt auf eine jahrelange Zusammenarbeit mit der Automobilindustrie zurück. Unternehmen profitieren durch

### Rüstung




Die Clip-Lok-Behälter für Auftraggeber aus den Bereichen Militär und Rüstung sind getestet und gemäß einer Reihe von Standards wie MIL, ICAO und UN

### Unser Angebot



Individuelle Behälter, die Ihren Anforderungen gerecht werden. [Erfahren Sie mehr](#)



Wir kalkulieren Ihre Einsparungen. [Erfahren Sie mehr](#)



Unsere Behälter bestehen aus umweltfreundlichen Materialien. [Erfahren Sie](#)

### Automobil



Clip-Lok hat sich auf die Herstellung von Fertigungsbehältern mit speziellem Verpackungsmaterial für die Automobilindustrie spezialisiert.

# Social media - Status

# Clip-Lok on Facebook

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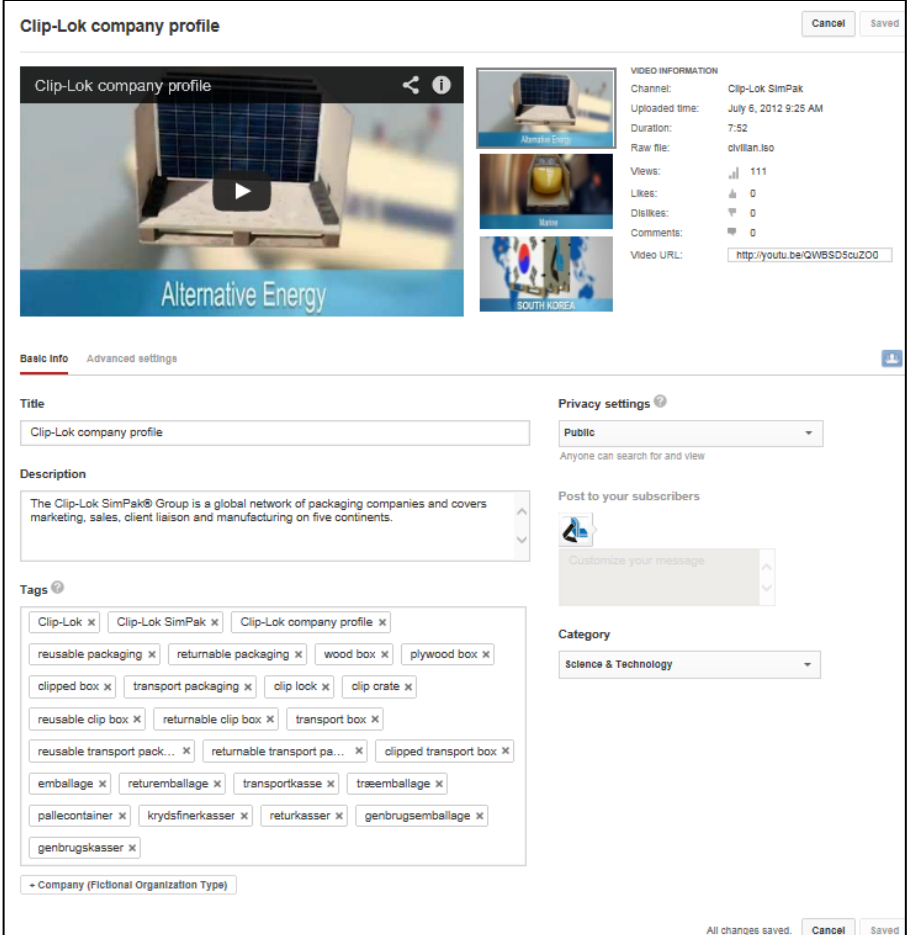
- Have you seen it?
- Have you "Liked" it?
- Regular updates with links to our website
- <https://www.facebook.com/ClipLokSimPak>

# Clip-Lok on YouTube

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- <http://www.youtube.com/user/ClipLok>

- There are several useful settings when publishing on YouTube.
- Tagging the video makes it easier for people to find when searching.



The screenshot shows the YouTube video upload interface for a video titled "Clip-Lok company profile". The video thumbnail features a wooden crate with a play button and the text "Alternative Energy". The interface includes a "VIDEO INFORMATION" section with details such as Channel (Clip-Lok SimPak), Uploaded time (July 6, 2012 9:25 AM), Duration (7:52), Raw file (civilian.iso), Views (111), Likes (0), Dislikes (0), and Comments (0). The video URL is <http://youtu.be/QWBS5SouZ00>.

The "Basic Info" section is expanded, showing the following settings:

- Title:** Clip-Lok company profile
- Description:** The Clip-Lok SimPak® Group is a global network of packaging companies and covers marketing, sales, client liaison and manufacturing on five continents.
- Tags:** A list of tags including "Clip-Lok", "Clip-Lok SimPak", "Clip-Lok company profile", "reusable packaging", "returnable packaging", "wood box", "plywood box", "clipped box", "transport packaging", "clip lock", "clip crate", "reusable clip box", "returnable clip box", "transport box", "reusable transport pack...", "returnable transport pa...", "clipped transport box", "emballage", "returemballage", "transportkasse", "træemballage", "pallecontainer", "krydsfinerkasser", "returkasser", "genbrugsemballage", and "genbrugskasser".
- Privacy settings:** Public (Anyone can search for and view)
- Post to your subscribers:** Customized message
- Category:** Science & Technology

The interface also includes "Cancel" and "Saved" buttons at the top right and bottom right.

[www.clip-lok.com](http://www.clip-lok.com)  
Strategy for the future

# SEO consulting

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- The efforts have been necessary – but have not yet given the results we hoped for.
- Next steps are:
  - Evaluate the effectiveness of our keywords
  - Continue to follow the web presence of international companies that we benchmark ourselves against.
  - Evaluate the effectiveness of paid web catalog subscriptions

# On-line quote form

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- In 2014 we will add a "Request a quote" form to our website.

## Request a Quote

Please fill out our Custom Quote form below with all of your information and we will get back to you as soon as possible. Thank you.

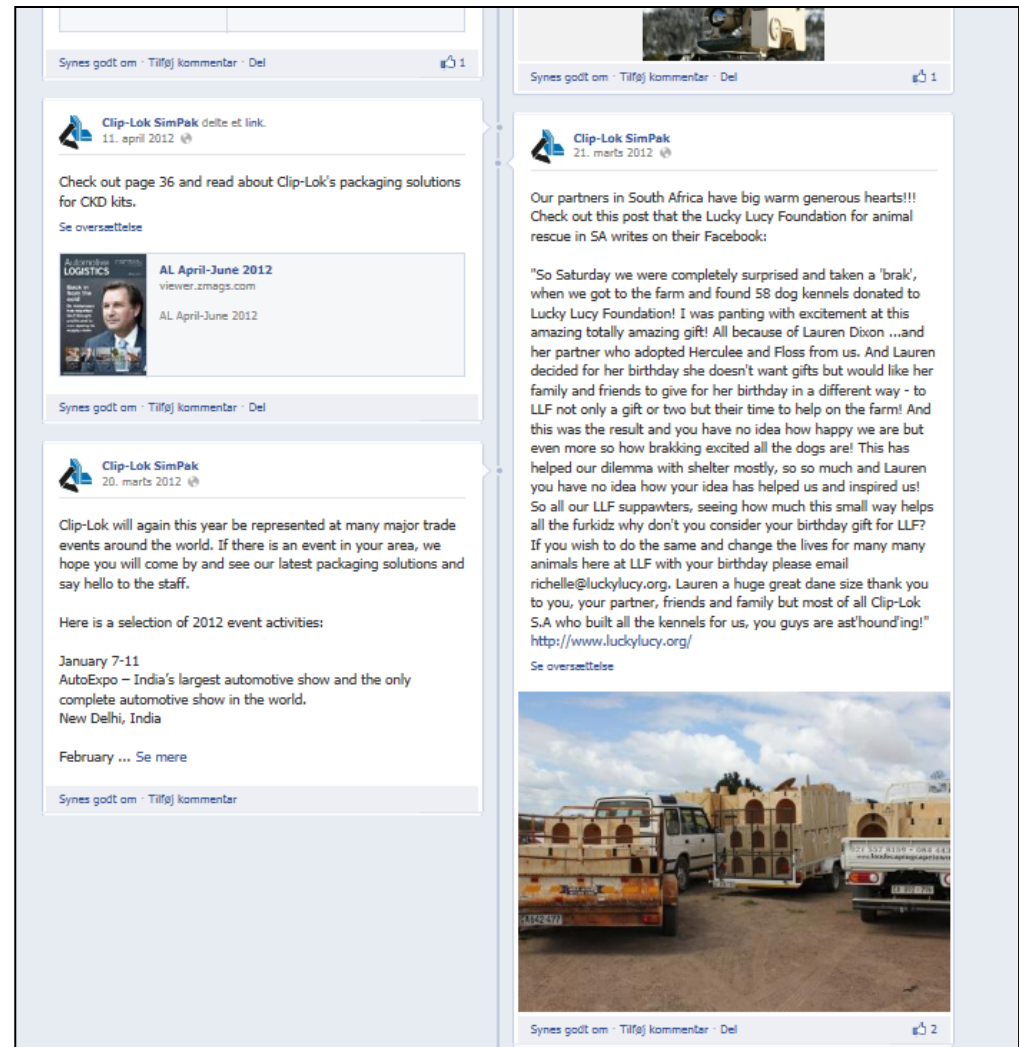
* First Name	<input type="text"/>
* Last Name	<input type="text"/>
* Company Name	<input type="text"/>
* Email	<input type="text"/>
Website	<input type="text"/>
* Address	<input type="text"/>
* City	<input type="text"/>
* State	Alabama <input type="button" value="v"/>
* Zip Code	<input type="text"/>
* Country	United States <input type="button" value="v"/>



# Social media Strategy for the future

# Facebook

- Please send me interesting stories that I can publish on our facebook site.



The image shows a screenshot of a Facebook page for Clip-Lok SimPak. It features three posts:

- Post 1 (April 11, 2012):** A link post titled "Clip-Lok SimPak delte et link." with the text: "Check out page 36 and read about Clip-Lok's packaging solutions for CKD kits." It includes a thumbnail image of a magazine cover from "Logistics" dated April-June 2012.
- Post 2 (March 20, 2012):** A text post stating: "Clip-Lok will again this year be represented at many major trade events around the world. If there is an event in your area, we hope you will come by and see our latest packaging solutions and say hello to the staff." It lists "AutoExpo - India's largest automotive show" in New Delhi, India, for January 7-11, and "February ..." with a "Se mere" link.
- Post 3 (March 21, 2012):** A text post about a partnership in South Africa: "Our partners in South Africa have big warm generous hearts!!! Check out this post that the Lucky Lucy Foundation for animal rescue in SA writes on their Facebook:" followed by a long paragraph of text and a link to <http://www.luckylucy.org/>. Below the text is a photograph of several trucks loaded with large, tan-colored crates, likely for animal transport.

# YouTube

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- We will continue to make new films for YouTube.
- Any ideas for films?

# Clip-Lok on Twitter?

- Not yet. Does anyone have any experience with Twitter?

