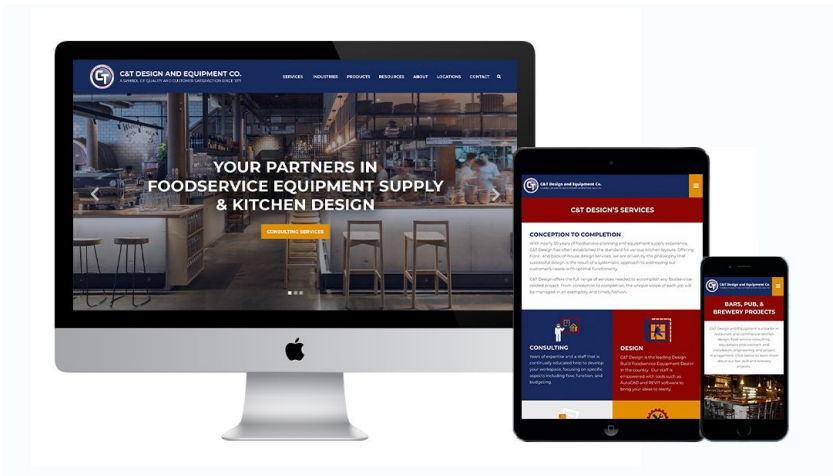


Case Study - Engineering & Restaurant Design

SEO Drives Traffic and Brand Awareness Individual Branches Thrive



C&T Design and Equipment Company is a leader in food service consulting and commercial kitchen and restaurant design. They provide engineering and design consulting, equipment procurement and installation, and project management throughout the United States and across the globe.

In 2010, C&T Design had a vision to shift from regional restaurant design firm into a national food service engineering business, and Marketpath helped them achieve this with our original site in 2011. Now, C&T Design is looking to expand its services globally.

The Challenge

After significant gains in SEO rankings and traffic (+23.75%) occurred with their first major launch in 2011, annual increases in traffic to C&T's website had slowed to more modest increases (4.1% annual). To achieve their goal of becoming the recognized global leader in restaurant design and engineering, C&T's website needed an upgrade in two major ways: 1) on the front end with a cutting edge, contemporary design and 2) on the backend with marketing flexibility and the ability to more efficiently update content in one place, that could be leveraged in different formats and in multiple areas of the website. The original site had served its purpose, driving branding and visibility. The new site needed to become a dynamic, marketing machine that would support national, as well as regional office initiatives and content marketing.



The Client

C&T Design and Equipment
www.c-tdesign.com



Industry

Restaurant Design & Engineering



The Challenge

Outdated site without marketing flexibility for national & regional initiatives



The Solution

Flexible and efficient content marketing capability to drive SEO with an emphasis on project & regional content



The Results

Traffic +12%, New Users +16%,
Pageviews +14%
254 Keywords Rank on Page 1
of Google or Bing

The Solution

Developing the new website included:

- Flexible Portfolio** – Commercial kitchen projects are C&T’s forte. The new site allows creation of a project once, with the flexibility of featuring in various areas: home, industry, product pages, or branch locations. Images are automatically sized as needed.
- Regional Marketing** – Branch landing pages were a must have to grow regional visibility, while allowing branch marketing flexibility. Branch pages include flexible content areas to promote unique services and to drive SEO, while adhering to the brand consistency.
- Map & Search Functionality** - To promote easy of use, while supporting state and local SEO initiatives, we created an interactive map solution that allows prospects to easily find sales resources, relevant projects, and resources by state or city, as well as by industry or product type.



What Clients are Saying

“Our website looks phenomenal and Marketpath’s SEO expertise has helped to dramatically improve our rankings and traffic. Additionally, Marketpath CMS is so user-friendly that making changes to the site has been easy.”

- **Elizabeth (Libby) Shoop, Marketing Manager**

The Result

While C&T Design, their branch managers, and customers all have positive things to say, the results so far speak volumes.

Change since launching C&T Design’s new site on February 4, 2019 vs. previous year

Users	New Users	Sessions	Pageviews
17.08% △	15.78% △	11.73% △	14.00% △

Keyword Ranking on Google & Bing

