

**Client**

C&T Design & Equipment Company

**Description of Organization**

C&T Design & Equipment is an industry leader in food service solutions, offering commercial kitchen design, consulting, engineering, and installation, as well as a broad selection of food service equipment.

**Website**

[www.c-t-design.com](http://www.c-t-design.com)

**Industry**

Food Service

**Challenges**

- Develop attractive and user-friendly site to support the C&T Design brand, positioning the company as an industry leader.
- Communicate C&T's value proposition, focusing on three critical points: services, products, & industries.
- Develop a highly visible website, optimized for search (SEO), to bring in prospects and leads.
- Deliver a website that is very easy to manage and update, allowing the site to evolve and grow with C&T's business.

**Solution**

Selected Marketpath for web design, strategy and SEO services, as well as Marketpath CMS for their web content management solution.

**Results**

- Achieved Google first page search ranking for 19 keyword phrases and a top 3 ranking for 13 keywords not previously listed in the top 64 positions (six pages)
- Achieved the #1 position on Google's search ranking for 4 keyword phrases not previously listed in the top 64 positions
- Average time on site up 143%
- Site traffic up 23.75%
- Site traffic from search engines up 957%

To find out how your web presence can benefit from Marketpath's products and services, please visit [Marketpath.com/cs/ctdesign](http://Marketpath.com/cs/ctdesign)

## Online Branding & Website Optimization

### Search Engine Optimization, Social Media & Web Content

C&T Design and Equipment Company has slowly grown from a small regional player in the food service industry, into a respected national supplier, with fifteen offices around the country. This was accomplished by developing a solid reputation built on hard work, customer service and strong customer relationships.

As C&T looked towards the future, however, expanding nationally and internationally would be difficult without an online presence to equal the company's vision. In the past, traditional relationships and a strong sales channel had been enough. In the future, C&T Design would need an online presence that would position them as an industry leader, evolve easily as the company grew, and support sales growth with enhanced visibility and lead generation.

**C&T's Challenge**

In 2010, C&T had an outdated and unmanageable website, with minimum content, that did little to position C&T as a viable supplier. That needed to change! C&T believed it was essential to improve its online marketing and web presence to support the C&T Design brand, enhance its credibility as an industry leader, and build a dynamic website that would showcase its products, services and industry expertise. Driving measurable value via lead generation was also a requirement. The site needed to incorporate the newest technology, but also be simple to manage and update. As C&T's management team developed their vision for the new site, they had five goals:

- Develop a visually attractive and user-friendly site to elevate the C&T brand and position C&T as an industry leader
- Optimize the site for search (SEO), increasing visibility and site traffic, while increasing leads
- Incorporate various "calls-to-action" to drive on-site conversions
- Enhance communication with customers, prospects and influencers via social media, blogging, and content enhancements
- Select a content management system (CMS) that is easy to use for anyone, including those without technical skills, and with advanced functionality

**C&T Design and Equipment Co.**

*"Working with Marketpath exceeded our expectations. "*

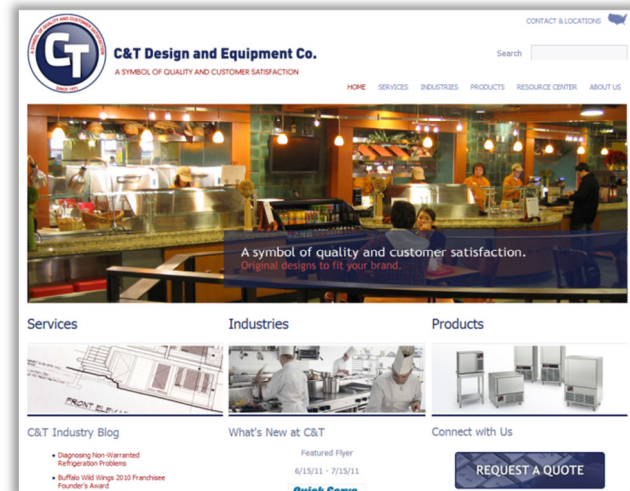
*"Their software is extremely flexible and a major reason why we selected Marketpath. It's simple to use and will allow our site to grow and add more value for our customers over time."*

*- Gawain Guy, Co-Owner*

### Marketpath's Solution

In the fall of 2010 C&T Design selected Marketpath for both its web content management solution and its web design and search engine optimization services. In early 2011, the new website launched, meeting all of C&T's project goals.

The new site, built around C&T's three focus areas (design and engineering services, food service equipment, and key industries), features visually attractive image and project galleries, product videos, and a resource center that showcases "green design" and food service buying guides. The site also highlights a new C&T blog, adjustable content areas for updating promotions and featured vendors, and flexible areas where various calls-to-action can be tested for effectiveness. Marketpath's Global Tokens were also utilized, allowing C&T to update content one time, while leveraging that content on multiple pages across the site, eliminating multiple edits. Finally, the new site was built with search optimization (SEO) in mind, targeting both broad and niche keywords, as well as both national and regional locations.



Marketpath also employed the use of Marketpath CMS, its proprietary software-as-a-service web content management solution, allowing C&T's marketing team to update their site easily in just minutes. In the past few months, C&T's administrators have updated text and images, blogged, added entire pages, changed their site menu, and even optimized pages for search. And all without any technical capabilities or programming knowledge!

### Results and Value Delivered

C&T Design embarked on a project with lofty goals of elevating its brand, positioning themselves as a leader in the food service industry, increasing website leads, and having the ability to easily manage and modify their site. Marketpath fit the bill perfectly, providing design, strategy and SEO services, and its content management system, Marketpath CMS. And so far, the results have been impressive.

**Just six (6) months, ago C&T's site did not rank in Google's search page results for a single term (on the first 6 pages). The new site ranks on the first page search results for 19 keyword phrases. But that's not all – the site ranks in the top 3 results for 13 keywords and has achieved the #1 position on Google's search ranking for 4 keyword phrases!**

"I think Marketpath is GREAT – our website looks AWESOME and Marketpath CMS is so user-friendly that making changes to the site has been easy. I would recommend Marketpath to anyone looking for help with their website.

Thank you, thank you, Marketpath!"

*-Libby Shoop, marketing*

The C&T Design website has also seen significant increases in site traffic (+23.75%) and time on the site (+143%) since the launch. Their success, believes C&T Design and Equipment co-owner Gawain Guy, is the result of a number of factors: 1) great products & services from C&T, 2) high level strategy and design, and 3) a world-class toolset (Marketpath CMS), which allows for more relevant and consistent content.

And let's not forget a great partnership between C&T Design and Equipment and Marketpath.

