

# OPTIMIZING SEARCH\_

A Triad Case Study

A new group of websites – and search engine optimization – takes an independent elevator service company to the top in Search.

**SPECIALIZED**  
ELEVATOR

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Small white label above the middle shower door.



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# Elevator Company Takes a Ride to the Top

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Through a series of new acquisitions, [Specialized Elevator Services](#) had grown into one of the largest regional elevator service companies in the country. But their online presence was underperforming expectations.

## Challenge

Specialized Elevator engaged Triad to develop a series of new websites to increase online visibility for their four California offices. Emphasis was placed on three must-haves: consistent branding, better messaging, and improved search results.

## Insights

The company's old websites had been poor performers in the past. Rankings were below the 100th position for the most popular search terms relating to elevator services. The websites also featured ineffective branding and messaging.



## Solution

Triad developed a group of websites with keyword-rich content, consistent branding, improved call-to-action features, streamlined site architecture, and indexed site maps. Following the launch of the new websites, Triad performed ongoing SEO, resulting in further content, title tag, and localization improvements. Triad's team located multiple outdated online profiles for Google My Business, Yelp, LinkedIn, and others. These listings were claimed, cleaned, and updated in a bid to further improve search-related performance.

## Results

Within a month of launch, all of the company's websites showed vast improvement in overall rankings, with an average result in the top 16. Following six months of SEO work, all sites were ranked #1 on most key search terms.

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## We meet B2B challenges.

If you need elevator service in Los Angeles, San Diego, San Francisco, or Sacramento, call Specialized Elevator Services. If you need website and Search Engine Optimization (SEO) to reach the top in your B2B space, call Triad B2B Agency.

Triad is a full-service B2B agency that works closely with client teams to address their unique marketing challenges. We develop solutions to drive sales, build engagement with prospects and customers, and increase lead generation.

Our No Limits Thinking™ creates communications solutions that add value to your B2B marketing efforts. With a full range of agency capabilities – from print and video, to Triad 3D™ digital services – we help B2B marketing teams reach their goals.

*Addressing our clients' complex B2B challenges has made Triad one of the Southwest's most awarded B2B agencies.*



### GET IN TOUCH

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