

Leveraging a powerful site as the marketing strategy anchor

Western Computer is a Microsoft Gold Certified Partner providing turnkey consulting, programming, installation and training for customized ERP, CRM and business intelligence applications. They are truly a world class solution provider for companies throughout the United States.

Strategy and Approach

- Developed a content and messaging strategy that positions Western Computer as the world class solution, service, training and support provider
- Built a content-rich site with intuitive searchability, relevant to visitors, clients and search engines
- Created a variety of online interactions that provide visitors with multiple paths to get additional information, connect with the company and build a long-term relationship
- Designed and manage search engine marketing to increase the site's online visibility in markets across geographic and industry lines
- Created and manage a pay-per-click online advertising program to continuously build the company's brand and visibility

The Bottom Line

Western Computer saw visits to its site increase dramatically and has consistently averaged 8-10 quality leads per week. With search engine optimization, the site is now listed in top positions on search engines and a strong pay-per-click advertising program has made the company a strong national player.

"With our old site there was a disconnect with our customers. Now we have visibility throughout the country, with quality leads every week that we are closing. Having these qualified potential customers come to the site is helping us grow our business."

Diane Saeger, Director of Sales & Marketing, Western Computer

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