



CLIENT

Carrier Rentals

LOCATION

Location

INDUSTRY

Commercial Heating and Cooling

Overview

Carrier Rental Systems is a leading provider of commercial specialized cooling, heating, dehumidification, and power generation rental equipment. With locations across North America they are available 24 hours a day 7 days a week to provide customers fast and reliable service.

Project Summary Highlights – Digital Marketing

- WebiMax designed both their desktop and mobile sites.
- Their campaign is comprised of SEO, PPC and Social Media.
- All of those elements work together to achieve the same goal which is to drive traffic and get more leads for the client.
- Overall traffic is up 69% 2015 vs 2014
- Direct Traffic is up 37% 2015 vs 2014
- Google Organic Traffic is up 17% 2015 vs 2014
- PPC conversions are up 23% 2015 vs 2014
- Google Organic Conversions up 66% 2015 vs 2014

Project Summary Highlights – Web Design & Development

- Engaging custom design achieving client goal of consolidating product offerings from 2 websites.
- Responsive and optimized for viewing on mobile devices.
- Migrated website platform to WordPress from html base with no CMS.
- Custom galleries to display a hierarchy of real world projects.
- Custom Lead forwarding forms gather and sort information from the prospective clients.
- Interactive map representation of the U.S. with representative contact info.
- Custom Document Library – multi tiered that includes product grids and document downloads.
- Custom integrations for product listings into their CMS