



## CLIENT

Owens Corning  
Conwed Design Scope

## LOCATION

Ladysmith, Wisconsin

## INDUSTRY

Manufacturing

## Overview

Owens Corning-Conwed Design Scope is a subsidiary of Owens Corning and specializes in custom-designed acoustic solutions for large venues across the nation. Owens Corning-Conwed came to WebiMax to increase organic keyword ranking to increase site traffic and conversions. We did a full redesign of their website and implemented a targeted SEO strategy.

## Project Summary Highlights – Digital Marketing

- Conducted an in-depth analysis to find the cause of Owens Corning-Conwed Design Scope's poor organic rankings.
- Redesign the site to have it responsive (mobile friendly)
- 470% increase in keyword ranking. Went from 29 to 127 keywords on the first two pages of Google achieving an all-time high for keyword ranking for this site.
- 33% increase in organic traffic to the website.
- 500% increase in conversions, achieving an all-time high for website conversions.

## 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.