

# How Hiller Measurements Boosted Traffic and Leads with Targeted Web Development & SEO

## ✓ Project Overview

### Objective:

Increase website traffic, improve brand awareness, and generate sales leads.

### Initial Status:

Coating Delivery Technology LLC lacked a modern, product-specific website. Their previous site didn't effectively represent their innovative solutions for industrial spray painting and powder coating applications.

## ✓ Execution

**Web Development & SEO:** The project focused on creating a modern, user-friendly website with strategic SEO integration to boost search rankings and drive organic traffic. Key features included:

**Website Design & Development:** A responsive, clean layout designed to highlight their innovative products and services.

**SEO:** Optimized site structure and content for better visibility in search results.

**Blog Feature:** Added for content marketing and user engagement.

**Updated Visuals:** Enhanced graphics and imagery to reflect professionalism and improve user experience.

### Strategies Implemented:

- **Responsive Design:** Ensured seamless usability across desktop, tablet, and mobile devices.
- **Targeted SEO:** Integrated optimization strategies to increase organic traffic.
- **Content Marketing:** Added a blog feature to boost engagement and drive repeat visits.

## ✓ Results

- ✓ **Immediate Traffic Growth:** A noticeable increase in website traffic shortly after launch.
- ✓ **Enhanced Brand Visibility:** The redesign significantly improved the company's online presence and product awareness.
- ✓ **Improved Engagement:** The new blog feature and visuals captivated users, encouraging further exploration.
- ✓ **Lead Generation:** The surge in traffic and better user engagement led to more qualified leads.

## ✓ Testimonials

"Their quality of work and value proposition were impressive."

– Jay Miseli, SVP of Business Development,  
Hiller Measurements Inc.

## ✓ Contact Us

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