WEB DESIGN & SEO · WESCOM INC.

A new website and two months of SEO took Wescom Inc. to #1. Two years later, it was still there.

An industrial contractor replaced an aging Ruby on Rails site with a fast WordPress build, then ranked #1 for its most important keyword in two months and #2 on Google Maps, and held both long after the campaign ended.

#1	2 mo	#2	2+ yrs
organic ranking, main keyword	to reach #1	Google Maps position	rankings held after the campaign

CLIENT	Wescom Inc., industrial contractor	MARKET	Duluth, Minnesota and the surrounding industrial region
CAMPAIGN	Website rebuild plus search engine optimization	TIMEFRAME	Two months to #1
RESULT	#1 organic for the target keyword, #2 on Maps, still holding two years later	CHANNELS	Google organic search, Google Maps

THE SITUATION

A strong company on a weak website.

Wescom had the capability and the track record; its website did not show it. The original site was built on Ruby on Rails, hard to update, and gave Google little to work with.

One keyword mattered more than any other for the business. The goal was to own it, and to make the site something the company could maintain itself.

WHAT WE DID

Rebuild fast, rank fast.

01 **New website.** We rebuilt the site on WordPress with a clean structure, fast pages, and service content written to convert industrial buyers.

02 **Keyword focus.** The site's architecture, titles, and content were organized around the one keyword that drives the business, with supporting pages for related services.

03 **Local signals.** The Google Business Profile and citations were aligned with the new site so the Maps listing rose alongside the organic ranking.

04 **Authority.** A targeted off-site program gave the new site the trust it needed to move quickly.

RESULTS

#1 in two months. Still #1 in 2020.

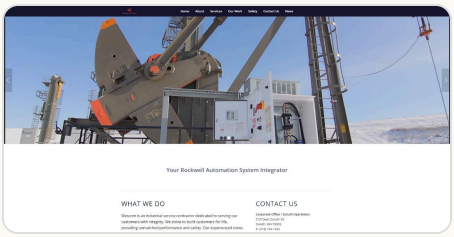
Two months after launch Wescom held the #1 organic position for its main keyword. When we checked again in 2020, more than two years after the campaign ended, it was still #1 organically and #2 on Google Maps.

That durability is the point. A rebuilt site with the right structure keeps ranking on its own; the campaign gave it the push, and the foundation kept it there.

WEEKS 1–4

Rebuild

New WordPress site designed, written, and launched.



The new website. Wescom's rebuilt WordPress site, replacing the original Ruby on Rails build.

WEEKS 5–8

#1

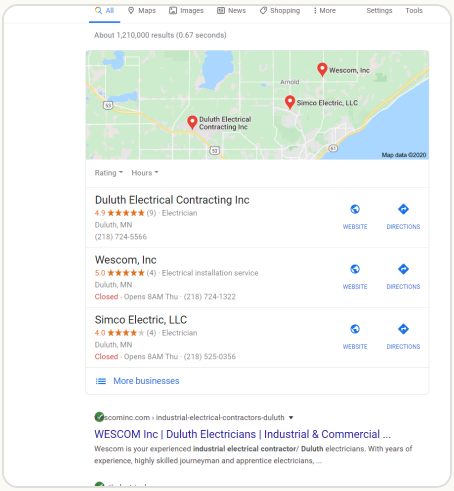
Target keyword reaches the top organic position; Maps at #2.

Authority growth. Referring domains and referring pages rising through 2017 as the off-site program landed.

2020

Still holding

Rankings verified more than two years after the campaign.



Google, 2020. Wescom at #1 organically for industrial electrical contractor searches in Duluth and #2 in the map pack, two years on.

WHAT THIS PROVES

The website is the foundation of everything else. Build it properly and the rankings it earns outlast the campaign that produced them.

Screenshots are taken from Google Search Console, Google Analytics, and our rank tracker. Client-identifying details are redacted.

Want results like these?

Every campaign above started with a free thirty-minute call. Bring us your budget and your market; we will tell you honestly what it buys.

(716) 249-1742 · birchwooddigital.com/contact