

CASE STUDY:

Enhancing Online Presence: Water-Right

THE SITUATION

Water-Right, a family-owned manufacturer of residential and commercial water treatment systems, needed to boost online awareness and generate leads for their dealer network while competing with major brands like Culligan.

THE APPROACH

Create an informational cornerstone of content, focusing on the audience's needs rather than specific products, establishing Water-Right as an authority on residential water treatment. Calls to action directed visitors to local dealers, enhancing visibility and awareness for Water-Right and its dealer network. Recognizing the importance of educating homeowners, Water-Right encouraged their dealers to adopt a content strategy, supported by Element's content marketing tools. Continuous SEO adjustments and trend monitoring by Element's digital team further boosted search visibility.

THE SERVICES

Strategy, website development, content creation, SEO, email marketing, and public relations.

THE RESULTS

- Exponential audience growth continued month by month and quarter by quarter.
- Achieved more than 37,000 blog content views in one month.
- Organic traffic year-over-year grew by 186%.
- The site consistently outranked competitors, including Culligan, for major keywords.

Dealer
Network
Experience

