

MANUFACTURING · SEO

One website. *Every* solution.

AIRMATIC had the products, the people, and the expertise — split across two disconnected websites. FourFront rebuilt the architecture into a single experience that lets customers find the right solution and understand why Airmatic is the partner to deliver it.

INDUSTRY

Manufacturing — Bulk Material Handling Distribution

WHAT THEY DO

National distributor and full-service solutions provider for industrial and construction applications

THE PROBLEM

One customer. Two needs.
No single site that answered *both*.

KEY ISSUES

Three needs. One *missing* architecture.

01

A seamless path to “why AIRMATIC”

Customers needed to understand AIRMATIC’s value as a full-service partner, not just a parts supplier, before they could trust it with their solution.

02

Full visibility into products and partners

Users needed to browse and request quotes across AIRMATIC’s entire catalog of offerings and manufacturing partners, not just a slice of it.

03

A clear path to conversion

The new architecture needed to guide users toward action, so success could be seen and measured, not just assumed.

THE SOLUTION

A single site, built to sell the product and the *partner*.

FourFront designed a new information architecture that merged AIRMATIC's product catalog and company story into one seamless experience, letting customers discover solutions and understand why Airmatic was the right partner to deliver them.

Four moves, one *unified* site.

01

Mapped content to distinct audiences

Identified and built content speaking to different ways customers search — by industry, by product need, by manufacturer.

03

Unified navigation and wireframed for conversion

Built a single navigation spanning company information and solution offerings — products, services, industries served, manufacturers — with wireframes designed to maximize conversion actions.

Learn more at fourfront.us

02

Surfaced trust assets for a technical buyer

Identified and elevated catalogs, data sheets, and other detailed resources this audience relies on to make decisions.

04

Migrated without losing SEO equity

Mapped hundreds of redirects across multiple domains to preserve existing search value through the transition.

THE RESULTS

Traffic up. Visibility up.
Conversions up.

THE RESULTS

What the work moved.

16%

Increase in average monthly traffic

More visitors finding AIRMATIC’s unified site, and the full range of solutions it now presents, in one place.

183%

YoY increase in organic search conversions

A clearer path from search to solution translated directly into action, nearly tripling conversions year-over-year.

THE TAKEAWAY

When the site finally matched how customers think, *growth* followed.

GET IN TOUCH

Schedule a strategy call.

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WEBSITE

www.fourfront.us