

MANUFACTURING · SEO &amp; ANALYTICS

# Building a new website based on research, not assumptions.

We partnered with a global industrial flooring company to ensure their new website was built to perform, architecting an SEO strategy, content plan, and analytics infrastructure that gave them a competitive edge from launch day forward.

INDUSTRY

**Manufacturing**

WHAT THE CLIENT DOES

**Industrial Flooring**

## THE PROBLEM

The website and analytics  
infrastructure were overdue for  
an evolution.

# Three opportunities. One *strategic* moment.

01

## Build for performance from the start

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Building a high-performing website requires more than good design. It requires deliberate, data-backed decisions at every stage. That started with us, before the build began.

02

## Use data as a roadmap to get more

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Opportunity doesn't reveal itself. You have to find it. We blended data to build a precise, intelligence-driven picture of the market and used it to identify exactly where growth was within reach.

03

## Unlock insight for long-term business success

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The right data changes how you make decisions. We built an analytics infrastructure alongside the new design that went beyond surface-level metrics to understand performance, uncover opportunity, and act with confidence.

## THE SOLUTION

A data-driven strategy to earn  
visibility, attract the right audience,  
and *convert*.

We combined competitive research, proprietary ranking data, and content architecture strategy with a ground-up analytics implementation to ensure the new site launched with both the visibility to be found and the intelligence to improve over time.

## WHAT WE DID

# Four moves, one *launch*

01

## Conducted deep research

Combining various industry and proprietary data, we identified which competitors were genuinely winning in organic search and why. All data, no assumptions.

02

## Architected the full content strategy

We identified every key page the new site needed. What was already working, and which pages to build to capture opportunities uncovered in the data.

03

## Defined requirements for an engaged audience

We created low-friction alternatives that captured student interest and moved them into the pipeline to align conversions as students moved through the funnel.

04

## Built a custom analytics and tracking infrastructure

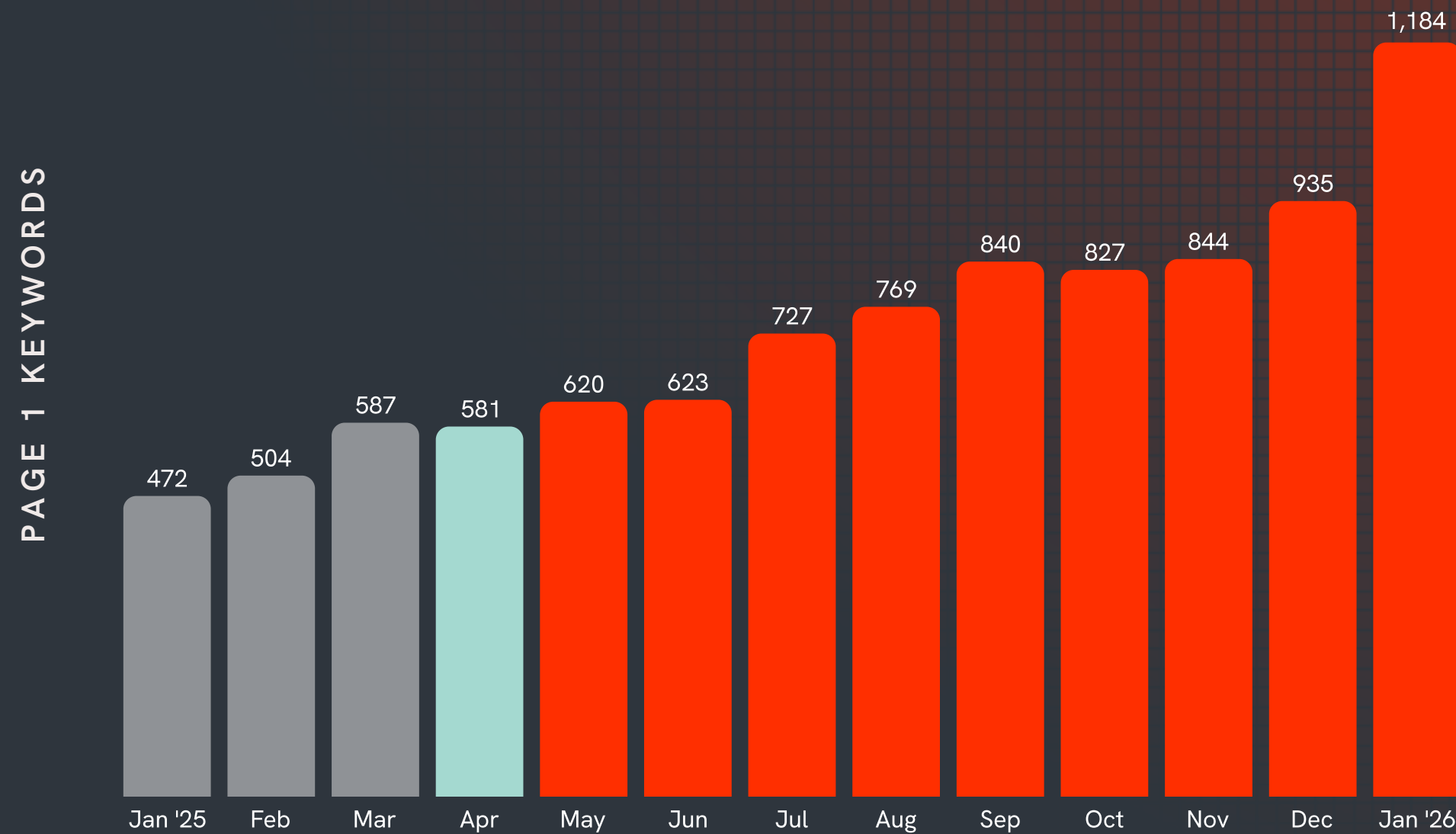
Our data-backed audience requirements shaped user engagement - directly influencing the analytics framework. The result was a tracking system that captured exactly what mattered, turning website activity into insight.

THE RESULTS

A site built to *compete*,  
and the data to prove it.

NO. OF TIMES WEBSITE APPEARS ON PAGE 1 OF SEARCH RESULTS

# *Increased Page 1 Keywords*



597

INCREASE, OLD WEBSITE → NEW WEBSITE

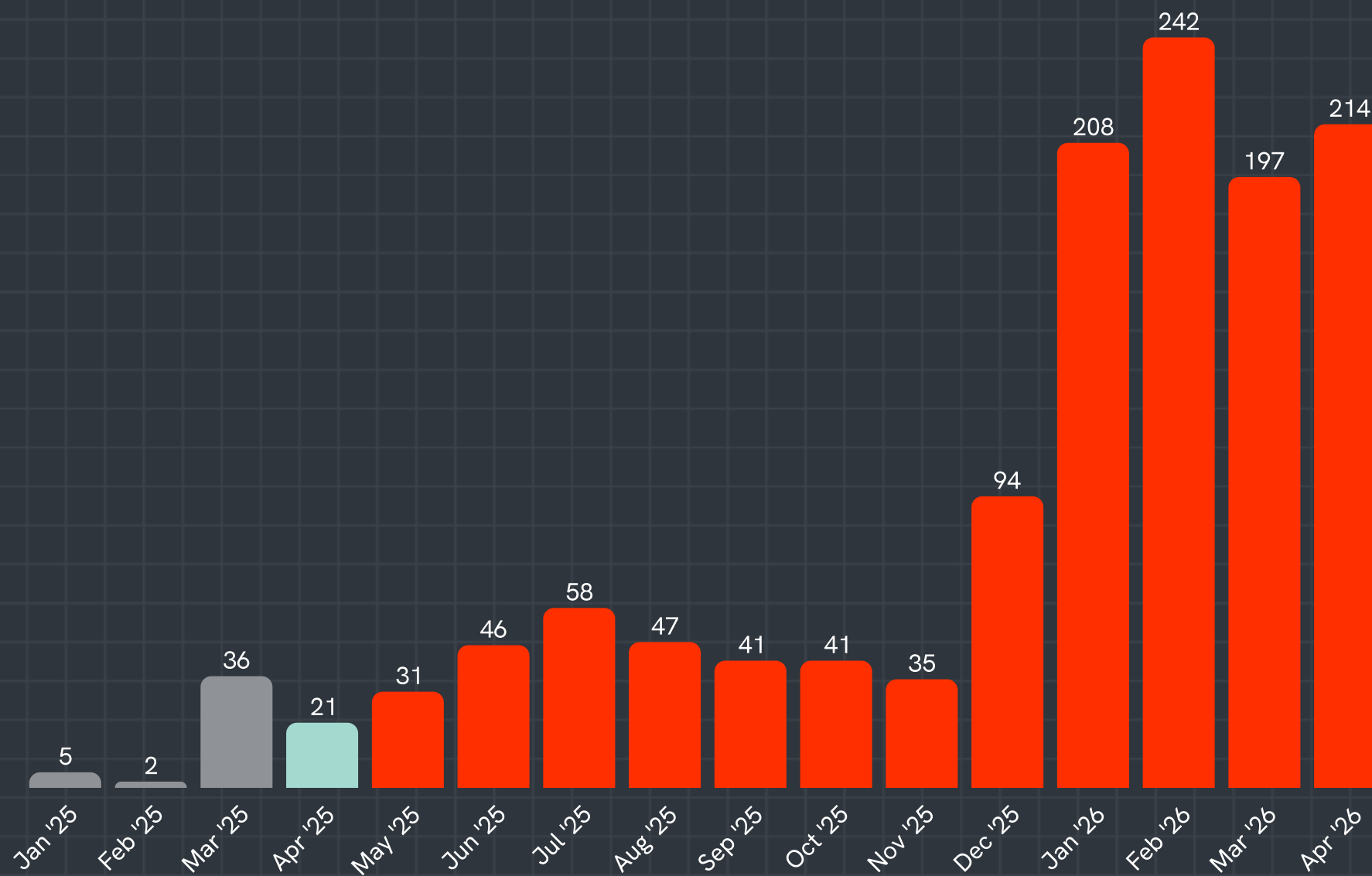
587 → 1,184

MONTHLY PAGE 1 KEYWORDS

NO. OF TIMES WEBSITE CITED IN AI SUMMARY

# *Increased AI Citations*

AI CITATIONS



919%

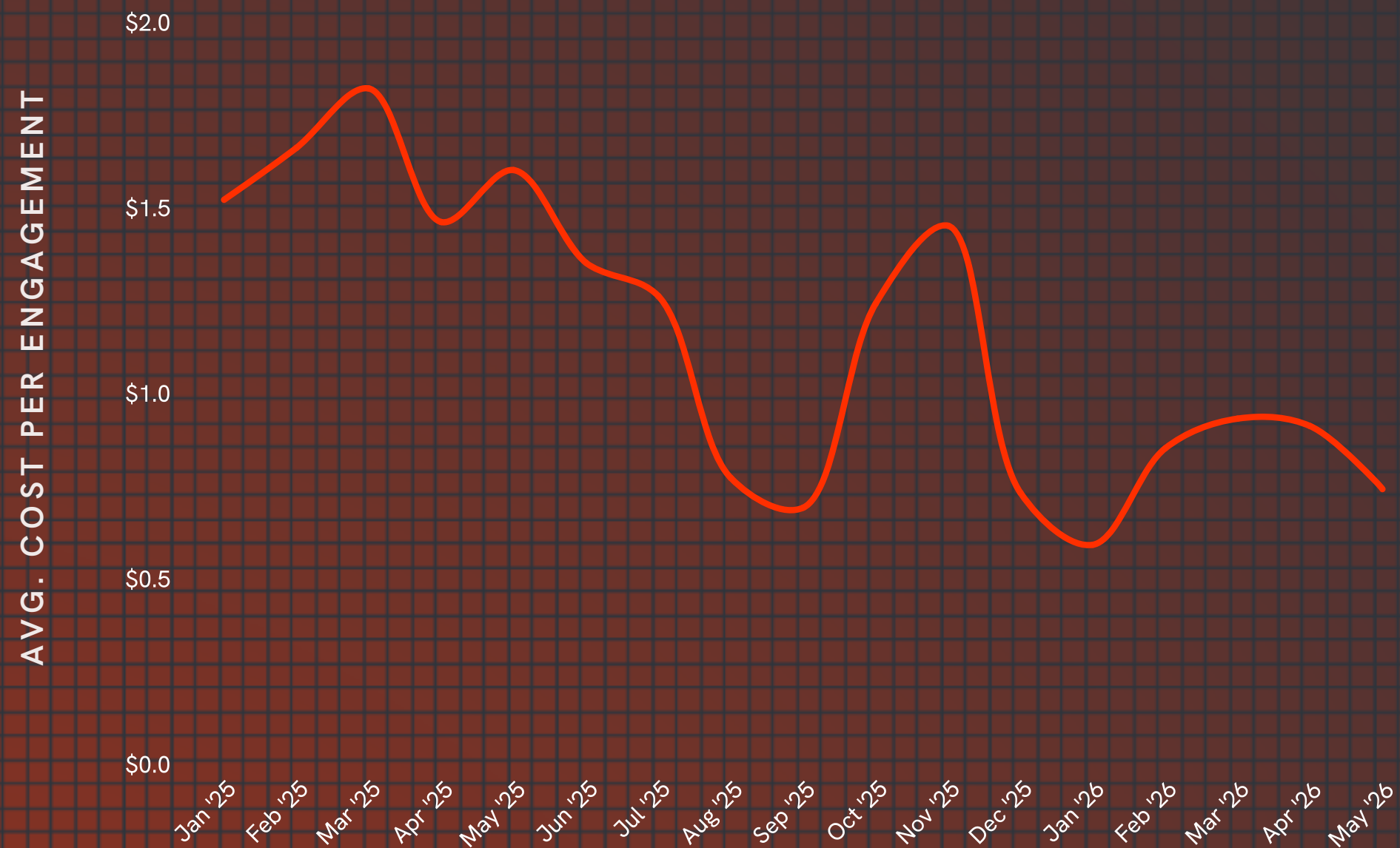
INCREASE, APRIL '25 → APRIL '26

21 → 214

MONTHLY AI CITATIONS

AVG. COST PER ENGAGEMENT, GOOGLE ADS

# *Reduced* Cost Per Engagement



37%

REDUCTION, APRIL '25 → APRIL '26

\$1.46 → \$0.74

AVG. COST PER ENGAGEMENT

## THE RESULTS

# What the work *moved*

## 500+

### Significant growth in page 1 visibility

Page 1 visibility increased, adding 240 page 1 keywords within 6 months.

## 37%

### More efficient advertising spend

New tracking methods led to new insights in paid advertising platforms – and a 37% decrease in user engagement costs year-over-year.

## 919%

### Unlocked opportunities in AI platform

AI visibility skyrocketed with an 919% increase in AI citations in the first year.

## 9X

### 1 action, 9 times the insight

More robust tracking turned one action into nine distinct lead signals, each one telling a different story to more effectively turn leads into customers.

THE TAKEAWAY

A strategy built on data  
performs starting day one.  
And performance *compounds*  
over time.

GET IN TOUCH

# Schedule a strategy call.

EMAIL

[sales@fourfront.us](mailto:sales@fourfront.us)

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