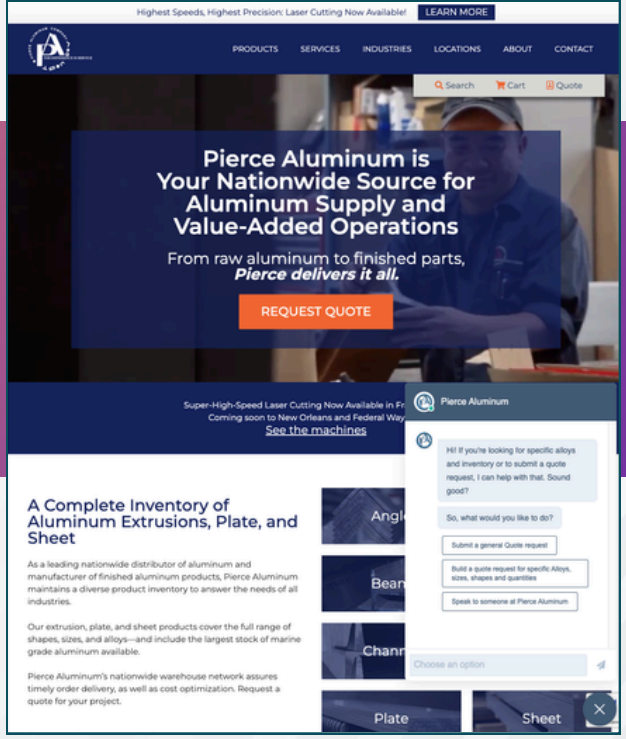
stitch DX

CUSTOMER STORIES

Pierce Aluminum

Website Redesign & Lead Generation



OBJECTIVES

Pierce Aluminum, a national distributor and fabricator of industrial aluminum products, needed a new website to improve visibility, streamline customer interactions, and increase lead generation.

- A modern website that reflects Pierce's capabilities and established national footprint
- Improve organic search through optimized content and SEO
- Automate and localize quote requests to increase sales opportunities, and deliver customer value faster
- Expand inbound marketing and lead generation through HubSpot

SOLUTION

- Developed a custom WordPress + WooCommerce website with deep integration with inventory and product catalog.
- Built a Product Finder tool enabling customers to find alloy-specific products and build their location-specific quote requests online.
- Eliminated manual handoffs with automated, ZIP-based quote routing.
- Custom built HubSpot chatbot for customer support and faster conversions, as well as forms, and marketing automation.
- Executed full-site SEO optimization, improving content across products, services, industries, and locations.

RESULTS

The new Pierce Aluminum website is a powerful lead generation engine, delivering increased visibility, localized engagement, and faster customer response times.

Lead Generation Growth

- 4,662 quote form submissions
- 3,650 new contacts added to HubSpot
- 994 chat conversations
- 503 location-specific contact form completions

Improved SEO and Organic Traffic

- 10, #1 rankings and 8 "near me" location-based searches
- Page-one keywords increased from 6 to 50 post-launch
- 47 new pages ranked on page two search

Increased Site Engagement

The new site saw a 25% increase in monthly traffic, and increased customer conversion within the first year. Content and UX improvements enhanced the user journey across all devices.

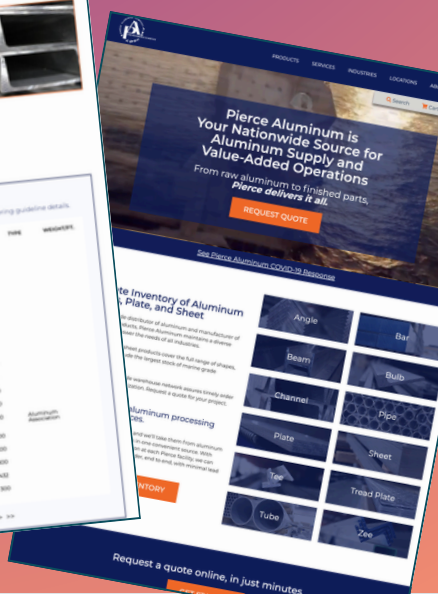
AT A GLANCE

CHALLENGES

- Outdated website with poor SEO and limited lead gen.
- Manual, centralized quote requests slowed response times and jeopardized conversion.
- Poor connection between users and regional locations.

BENEFITS

- Automated quote routing by ZIP code, streamlining sales
- Improved organic search results for industry- and product-specific searches
- Direct customer engagement through HubSpot forms and chatbots and custom quoting application
- Easy product discovery via digital product catalog



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