

# WEBSITE CASE STUDY

CONSTRUCTION OPTIMIZE



## ABOUT CED WILSON

Consolidated Electrical Distributors (CED) is one of the nation's largest electrical supply distribution networks, with nearly 600 locations in 47 states. CED Wilson has been serving electrical contractors since 1999.



## OVERVIEW

The creation and implementation of a new website is an exciting time for a business. CED Wilson decided to launch a LOCAL website in order to provide information to their existing customer base as well as new customers. Appearing on the first page of the search engines with certain keywords was also an important factor. As a result, we helped raised their online visibility on the major search engines (Google, Yahoo, & Bing).

## CHALLENGES

- Website content with a local "feel"
- Building brand awareness
- Responsive, Fast, and Secure website.

## SOLUTION

An informative, user-friendly responsive website focusing on the needs of electrical subcontractors in the commercial and residential construction industry. Implemented SEO (Search Engine Optimization) best practices and social media strategy to increase online visibility and brand awareness.

## RESULTS

- **RESPONSIVE, SECURE, & FAST** website
- Online visibility on search engines for certain keywords

"Construction Optimize helped us design a website that is both effective and affordable to better serve the needs of today's e-commerce."

- Steve Johnson

### CED: ELECTRICAL SUPPLIER WILSON, NC



**Residential Construction**  
Fifty-seven percent of all U.S. homes were built before 1980, and total U.S. Housing Starts have averaged almost 1.5 million units annually since 1959. We supply just about every piece of residential electrical equipment to power American lifestyles.



**Commercial Construction**  
U.S. metropolitan areas house 4.6 billion square feet of existing office space and more than 7.8 billion square feet of existing retail space. Add more than 52,000 hotels and you'll see why commercial construction and maintenance represents a lot of opportunity for CED.



**Industrial Manufacturing**  
The U.S. knows how to produce — there are already some 12.8 billion square feet of existing industrial/warehouse space in the country. When America builds — including in the industrial/manufacturing sector — we help make it happen.

#### WHAT WE DO

CED's commitment to quality is embedded in a basic premise that its customers are the reason for its existence. They expect and shall receive error-free performance.