

CAPITAL COOKING

CASE STUDY

INITIAL CHALLENGES

Founded in 2001, Capital Cooking Equipment is an innovative luxury appliance manufacturer based in Santa Fe Springs, California. The company provides high-end ranges, cooktop, ovens, and barbeques through a network of retail locations across Canada and the United States.

The problem was that their website did not let them compete in their highly competitive market. We redesigned their website and updated it with hundreds of products. Giving their customers the information on why their products were so unique was the first order of business, and it made a big difference in their ability to compete against well-established national brands.

OUR INITIAL SUCCESS

179

Products with category segmentation, filtering, and find a retailer capability.



CAPITAL COOKING

SOLUTION

The next phase of Capital Cooking Equipment's website overhaul involved rebranding the website, and social media outreach including Facebook, Twitter, Pinterest, YouTube, and Houzz. Our goal was to get the word out. Shortly thereafter, Capital Cooking was recognized by CNBC & The Food Network.



WEB DESIGN &
DEVELOPMENT



SOCIAL MEDIA
MARKETING



SEARCH ENGINE
OPTIMIZATION



PAY-PER-CLICK



MOBILE
MARKETING



DISPLAY &
REMARKETING



LANDING PAGE
OPTIMIZATION



CONVERSION
TRACKING



CONTENT
MARKETING



INBOUND
MARKETING



VIDEO
MARKETING



WEB
ANALYTICS



THE ART OF PRECISION™

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WHERE TO BUY

ABOUT CAPITAL

PRODUCT RESOURCES

GALLERY & VIDEOS

COOKING WITH CAPITAL

RECIPES

NEWS & BLOG

LUXURY RESIDENTIAL APPLIANCES

LEARN MORE



RESULTS

Now as a nationally recognized brand, Capital Cooking is connecting with their customers online with amazing results.

13,104

Retailer conversions
in 12 months
(135% increase)

215,685

Page Views in 12 months
(162% increase in 12 months)

231%

Increase in Organic Traffic
in 12 months

106%

Increase in Paid Traffic
in 12 months

139%

Increase in Social Traffic
in 12 months

273%

Increase in Facebook Traffic
in 12 months

SEEN ON:

