

## **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 completive 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**

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





## **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.













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** 



Search Keyword

Contact & Support

Login









**INDOOR** 

**OUTDOOR** 

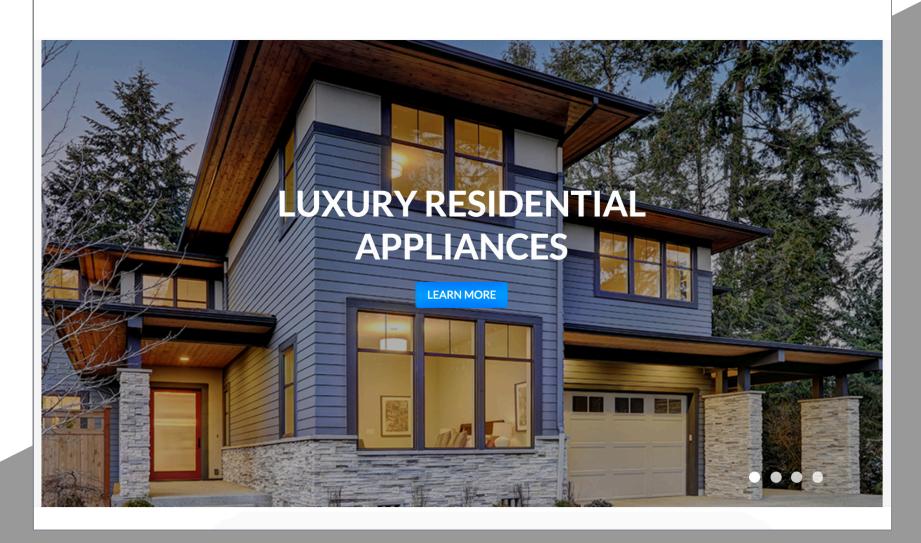
WHERE TO BUY **ABOUT CAPITAL**  PRODUCT RESOURCES

**GALLERY & VIDEOS** 

**COOKING WITH CAPITAL** 

RECIPES

**NEWS & BLOG** 



## **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:** 



