

## Problem: Establish A Strong eCommerce Presence

2J Supply had begun the process of expanding its eCommerce presence and had:

- Retained a competent website developer
- Developed a vision
- Sought a holistic digital marketing plan capable of supporting the company's goals

## Solution: Audit & Plan

Site-Seeker engaged with the company's developer and leadership, providing the following support:

- Website audit
- Technical SEO improvement plan
- Plan to more accurately track data and analytics
- Developed a short-term & long-term marketing plan

## Results: Set Up For Long-Term Success

The developer was quickly able to implement efforts that would lead to improved SEO and website usability. Data became easier to track. This has created the opportunity for long-term improvement, better search engine ranking, the ability to track marketing ROI, and higher eCommerce conversion effectiveness.

The strategic marketing plan has enabled the company to focus on its core competency in HVAC distribution while tapping into deep digital marketing expertise.

**Access to this skill set will save the company over \$100K in the first year alone.**

***"Working with Site-Seeker has made navigating the complexities of digital marketing much easier. Site-Seeker's skilled team coupled with our industry knowledge has created a winning combination and we are excited for the digital future ahead of us."***

***- Larry Trimbach***