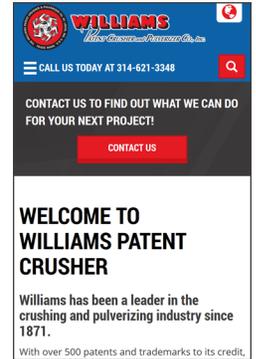
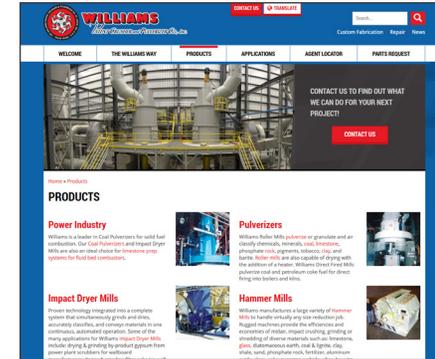
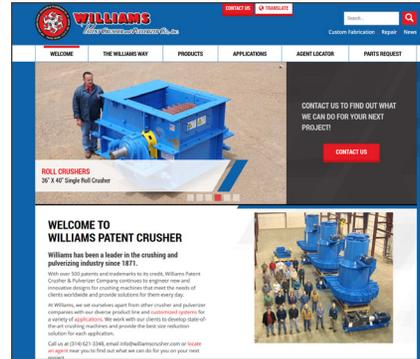


WILLIAMS
PATENT CRUSHER and PULVERIZER Co., Inc.



THE CHALLENGE

Williams Patent Crusher, a 150 year old company and leader in the crushing and pulverizing industry worked with SteadyRain to modernize the company's marketing strategy for the digital age.



DIGITAL STRATEGY



UI/UX DESIGN



FRONT END DEVELOPMENT



WEB APP DEVELOPMENT



DIGITAL MARKETING

THE SOLUTION

SteadyRain provided Williams Patent Crusher with a complete digital strategy including a needs analysis, consulting, web design, CMS implementation and ongoing paid search and search engine optimization campaigns. Once the new solution was implemented and the digital marketing campaign launched, the company experienced an immense improvement in website utility and most importantly – lead generation.

RESULTS

Since the first year of the new solution Williams Patent Crusher has continued to succeed and grow due to SteadyRain's ongoing strategy and management. Year over year the website saw the following:



13% Growth in Total Site Traffic



15.46% Growth in Organic Traffic



10.78% Increase in Paid Traffic



179.62% Growth in Goal Completion on Site from Paid Traffic



\$5,500 in Paid Search Savings



99.35% Increase in Conversions from Paid Search

