



shifting perceptions and lifting pageviews

When Cattron diverged to form a new industrial wireless control solutions company, they relied on akhia communications to help ensure a successful transition in multiple ways. The dual challenges for this B2B partnership and assignment were to:

1. Develop a brand identity for Cattron with supporting brand guidelines and templates.
2. Help design an optimized website for higher page ranks, stronger SEO and better content delivery.

the quick take



tracking our results

successful launch
of a new identity and optimized website

32.9
average position increase for 14 keywords

significant reduction
in bounce rate
(in fewer than three months)

extraordinary increase
in site rankings *(keyword search)*

7 keywords
increasing ranking in the top 10 on SERP

what drove our success?



virtual virtuosity
akhia created an entire brand identity system, including templates and brand guidelines, within a truncated timeline.



superior storytelling
Working together with our client, we created an effective brand and product story for Cattron, as well as a market positioning among industry competitors.



SEO specialization
akhia conducted an extensive audit for key words, page titles and tags, then optimized the metadata for all website pages.

