

Case Study: Pilot Painting Website



This case study focuses on the success of Pilot Painting's website redesign. Pilot Painting was unable to access their website. CESSON took over, gained access and improved the usability and appearance of their site. The primary goal was to enhance the user experience and generate more leads. Pilot Painting sought to develop a responsive, contemporary website that reflected their brand and delivered valuable information to their target audience. The new website was designed with several tactics in mind, including responsive design, user experience, and lead capture. The website's responsiveness ensured that users could easily access it from any device, while the user experience was enhanced by a streamlined navigation system and well-organized content. Additionally, the website was optimized for lead generation with strategically placed forms that allowed Pilot Painting to collect the contact information of potential customers and follow up with them. As a result of these tactics, CESSON was successful in enhancing Pilot Painting's online presence and generating more leads.

The Recommendations

To meet the dual goals of enhanced user experience and heightened lead generation, CESSON devised a comprehensive strategy. This involved an in-depth analysis of Pilot's target audience and competitors, laying the groundwork for a tailored strategy that resonated with the audience and outshone competitors. Key tactics employed included:

- **Responsive Design:** Pilot's new website was designed to be responsive and mobile-friendly, ensuring that users could access the website from any device.
- **User Experience:** The website was designed with the user in mind, with a focus on making it easy for users to find the information they need. The navigation was streamlined, and the content was organized in a clear and concise manner.
- **Lead Capture:** The website was designed to capture leads through forms that were strategically placed throughout the site. These forms allowed Pilot to collect the contact information of potential leads and follow up with them.

The Results

The Results The impact of the website redesign was profound for Pilot Painting. Loading time decreased significantly from 9 seconds to a mere 2 seconds accompanied by substantial growth in SEO, particularly targeting keywords associated with "Commercial Painting in Southern California." Pilot was able to improve the user experience on their website, generate leads and enhance their branding. By working with CESSON and implementing a comprehensive strategy, Pilot was able to achieve its goals and see significant results with doubled users, page views and visitors.

Testimonial

"Working with CESSON Digital Marketing Agency was an amazing experience from start to finish. I reached out to them after we had a bad experience with another developer who left our company website in shambles. CESSON was easily able to pick up the pieces and help my team develop a new website. Dan Batten was my main point of contact and he was great to work with. He was always very responsive and he went above and beyond with developing the most beautiful website that we could ever ask for. What I really liked about the website development process was that we had monthly meetings where the CESSON team would give us a status update and address any questions, comments, or concerns we had. It was a great way for all of us to stay on the same page and push us toward the finish line of launching our new website. The entire team at Pilot is very proud to show off our new website and we would highly recommend CESSON to anyone looking to improve their online presence in a major way!"

Allison Lewis, Director of Marketing Pilot Painting & Construction

Case Study: Pilot Painting Website



Overview

CESSON's campaign aimed to significantly boost Anew Era's blog visibility on Google, cultivating an active and dedicated follower base while concurrently driving increased traffic to the website. The overarching objective was to position the blog as both an industry and thought leader within its niche. Remarkably, within just one week of initiating the campaign, Anew Era's blog successfully secured a coveted first-page ranking on Google. This notable achievement was made possible through a strategic combination of robust SEO optimization and meticulous keyword research.

Several key techniques played a pivotal role in attaining this swift success. Optimization of title and meta description tags ensured that the content was not only search engine-friendly but also compelling for users. Rigorous keyword research was conducted to pinpoint the most relevant and impactful terms for the blog's content, enhancing its discoverability. Furthermore, the integration of well-curated internal and external links served to augment the blog's authority and relevance, contributing significantly to its elevated position on Google's Search Engine Result Pages (SERPs).

In essence, CESSON's multifaceted approach to SEO, encompassing meticulous optimization, targeted keyword strategies, and strategic link-building, played a crucial role in swiftly establishing Anew Era's blog as a prominent presence in the digital landscape.

The Recommendations

Securing a first-page spot on Google requires a strategic plan. CESSON began with targeted keyword integration, optimization of the post's structure for both search engines and readers, and a focus on headings and internal links. CESSON built authoritative backlinks from reputable sources to build credibility as well as sustained visibility by regularly updating and promoting the content on social media and through email marketing.

The Results

As a result of CESSON's campaign, over 25 of Anew Era's blogs achieved first-page ranking on Google between positions top rank and number 4 which significantly increased their visibility and online presence. The blogs also received thousands of page views, which was a considerable increase in traffic from before the campaign. Our blog "How to Live your Best Life" ranked nationwide as number one on Google with over 20k page views. This increase in traffic and engagement demonstrates the effectiveness of CESSON's approach and highlights the value of effective SEO optimization and targeted keyword research. Additionally, Anew Era's blog achieved its objective of establishing itself as an industry and thought leader in its field through its high ranking on Google's SERPS. Overall, the success of this campaign highlights the importance of using a strategic approach to SEO optimization to achieve business objectives such as increased website traffic and improved online visibility.

Testimonial

"Our experience with CESSON has been phenomenal! Their team is engaged and current, and they create amazing content. Our social media profile has been taken to a new level and has greatly enhanced our business. Thank you, CESSON!!"

Allison Duggan, Regional Director

Case Study: A. Perry Homes Service Pages



Overview

CESSON successfully elevated A. Perry Home's service pages to the first page of Google through a robust SEO strategy. This encompassed in-depth keyword research to identify pertinent and high-volume keywords, strategically integrated into page titles, meta descriptions, header tags, and content. Images were optimized with alt tags for enhanced visibility. Essential components for improved rankings included securing high-quality backlinks from reputable sources, optimizing website speed, and ensuring mobile-friendliness. Regular monitoring and updates were crucial for sustaining and enhancing SEO performance. Achieving first-page Google rankings is pivotal for businesses, amplifying visibility, traffic, and revenue, as users are more inclined to click on websites featured prominently in search results.

The Recommendations

Our recommendations for A. Perry Homes to improve their SEO and service page ranking included:

- Conducting keyword research to identify relevant and high-volume keywords that potential customers are likely to search for when looking for custom home builders in their area.
- On-page optimization of service pages by incorporating relevant keywords into title tags, meta descriptions, header tags, and content.
- Acquiring high-quality backlinks from other sites that are relevant to A Perry's services.
- Tracking and analyzing the performance of A Perry's service pages using tools like Google Analytics.

The Results

CESSON was successful in improving A. Perry Home's service page rankings on Google, with over 12 Illinois service pages appearing on the first page of Google in positions between 1 and 4, and over 31 Tennessee service pages appearing on the first page of Google in positions between 1 and 4. This resulted in improved rankings for the service pages, increased traffic to their website, lead generation, and enhanced brand identity. With the optimized service pages, A. Perry Homes was able to attract more potential customers and bring more traffic to their website, allowing them to showcase their services to a larger audience, further solidifying their position as a leader in the Custom Design and Build industry. The success of this SEO strategy demonstrates the importance of comprehensive keyword research, on-page optimization, link building, and continuous tracking and analysis. By implementing these tactics, A. Perry Homes was able to achieve their SEO goals and establish a strong online presence.

Testimonial

"CESSON has been a significant asset to our company for years with their vast knowledge of marketing, technology, and social media. They have helped us grow our social media platform interactions, improve our SEO, organize our leads, and advance our website. We are thrilled to consider CESSON a valued partner of ours."

Hillary Perry, Vice President of Construction

Case Study: TMS Therapy Near Me Leads



Overview

By focusing on expanding its network and identifying potential centers, CESSON effectively utilized email campaigns and thorough research to locate suitable TMS Centers, which were then integrated into the company's Backend system. CESSON's approach involved assessing and prioritizing the centers' specific needs before delivering relevant leads, resulting in a substantial increase in successful lead conversions. This successful outcome is evidenced by the recent addition of several new centers to their website. Through dedicated efforts, CESSON has proven its ability to consistently attract new TMS Therapy Centers, solidifying its position as a trusted provider in the field.

The Recommendations

During our lead campaign for TMS Therapy Near Me, we employed several effective strategies that resulted in significant success and demonstrated our ability to generate quality leads. This review highlights the key efforts that contributed to our achievements.

- **Email Campaigns:** One of the primary tactics we utilized was sending targeted emails to TMS Centers, offering them valuable leads. By personalizing these emails and highlighting the benefits of our lead services, we were able to capture the attention of potential centers and create a strong initial impression. This approach significantly increased the likelihood of successful lead conversions.
- **Converting Free TMS Centers Listings:** We successfully implemented a strategy to convert free TMS Centers listings into featured or standout listings. By showcasing the additional benefits and visibility associated with these upgraded listings, we effectively persuaded TMS Centers to upgrade their status. This not only provided us with additional revenue streams but also enhanced the exposure and credibility of the centers, making them more receptive to receiving leads from us.
- **Email Delivery of Lead Information:** Once leads were generated, we promptly shared relevant lead information with potential TMS Centers via email. This method ensured a direct and efficient means of communication, enabling centers to quickly access and review the leads. By delivering comprehensive and targeted lead information, we significantly increased the chances of successful conversions and partnerships with TMS Centers.

- **Lead Capture:** To capture the contact information of potential leads, we implemented lead capture forms on our website and utilized chatbots to engage with visitors. This approach allowed us to gather valuable contact details, enabling us to follow up with leads and nurture them through the sales funnel effectively. By leveraging this data, we could provide tailored

The Results

Overall, the results for TMS Therapy Near Me were significant and brought in many new leads. Since January 2022, CESSON successfully got 18 new signed TMS Centers all paying between \$39-\$115 a month.

Case Study: McGrath Training Solutions LinkedIn



Overview

The primary objectives of this campaign was to enhance brand awareness, generate leads, and drive website traffic for McGrath Training Solutions. Additionally, the campaign aimed to position McGrath as a prominent thought leader in their industry. CESSON achieved these objectives by leveraging LinkedIn to connect with relevant individuals and businesses, ultimately building valuable connections and relationships for the client.

The Recommendations

CESSON conducted a thorough analysis of McGrath's target audience and competitors to develop a strategy that would resonate with their audience and stand out from the competition. The key highlights of this strategy included:

- Identifying the target audience through thorough research.
- Increasing brand awareness by targeting LinkedIn users related to the client's industry.
- Effectively generating leads by leveraging LinkedIn's professional network through engaging content, strategic targeting, and personalized messaging to drive traffic to the client's website.
- Consistently sharing valuable insights, industry trends, and expertise.
- Enhancing engagement by leveraging LinkedIn's advanced targeting capabilities.
- Consistently connecting with relevant professionals and businesses.

The Results

Through strategic planning, effective targeting, and engaging content, CESSON's campaign for McGrath Training Solutions proved to be highly successful. By leveraging LinkedIn, CESSON increased brand awareness, generated valuable leads, and drove website traffic for the client. Moreover, the campaign successfully positioned McGrath as a thought leader in their industry, building strong connections and relationships within the LinkedIn community. CESSON's efforts not only improved engagement and targeting but also contributed to audience growth and better opportunities for potential leads and business growth. Overall, the campaign successfully achieved its objectives, showcasing CESSON's expertise in driving brand awareness and lead generation through LinkedIn marketing strategies. In just a few months, McGrath experienced a double digital growth of their LinkedIn account, resulting in several dozen new clients.

Case Study: The Music Oasis



Overview

CESSON successfully built The Music Oasis brand from the ground up, transforming an idea into a fully realized artist retreat that launched successfully in September. This included creating a complete digital foundation, from designing and developing their website to launching targeted Google Ads, studying SEO opportunities, and running Facebook Ads. CESSON also managed all social media campaigns, building awareness, credibility, and community around the retreat. Particular success was found on Instagram, where CESSON grew The Music Oasis audience from zero into the thousands. Videos regularly reached tens of thousands of views, with several exceeding 50K and one surpassing 1 million views. This level of organic visibility dramatically expanded reach, helped attract retreat attendees, and elevated The Music Oasis brand within the artist community. By strategically combining paid campaigns, SEO efforts, and organic social growth, CESSON was able to position The Music Oasis as a credible and desirable destination for musicians — moving from concept to real-world success in under a year.

The Recommendations

Our recommendations for The Music Oasis to grow awareness and drive retreat attendance included:

- Developing a website optimized for search and user experience, ensuring potential attendees could easily learn about the retreat, view the itinerary, and register.
- Running targeted Google Ads and Facebook Ads to reach artists, songwriters, and music enthusiasts searching for creative opportunities.
- Implementing a robust social media strategy focused on Instagram and Facebook, with consistent video content, reels, and graphics designed to highlight both the retreat experience and its world-class founders.
- Conducting SEO research and applying best practices to improve organic reach over time.
- Tracking and analyzing campaign performance across platforms to refine targeting, content, and messaging for maximum engagement and conversions.

The Results

CESSON successfully grew The Music Oasis from a concept into a recognized retreat that sold registrations and built momentum for future growth. Social media campaigns delivered standout results, including multiple videos with tens of thousands of views and one reel crossing the 1 million view mark. Follower growth on Instagram exceeded expectations, building a strong and engaged community of musicians, creatives, and supporters. The website, supported by paid campaigns and optimized content, became a central hub for information and registrations. Google Ads and Facebook Ads increased reach and visibility, driving both traffic and sign-ups. The retreat itself was executed successfully in September, validating the strategy and laying the foundation for future events. The success of The Music Oasis demonstrates the impact of combining multi-channel digital marketing with consistent creative storytelling. By leveraging social media virality, SEO fundamentals, and targeted advertising, CESSON helped The Music Oasis go from idea to reality — establishing a strong brand identity and setting the stage for long-term growth in the music retreat space.

Testimonial

It has been wonderful working with Philippe Cesson and the amazing team he has at Cesson, an incredible digital marketing company. As Greg Dayton and I moved forward in developing the idea of "The Music Oasis," we knew we had to find a partner to help create, develop and image the concept. Team Cesson did just that! Taking one of our videos close to 1 million views in less than a month has been incredible to see! Creating a community via social media and helping us build a brand that we know and feel is needed, Cesson has helped Greg and me envision a creative space that can have a deep and meaningful impact on the world. Thank you Philippe Cesson and Team Cesson!

Marlon Saunders, CO-Founder

Case Study: Baillie Lumber



Overview

Founded in 1923 by James A. Baillie, Baillie Lumber has grown from a regional supplier of domestic hardwoods to an international hardwood manufacturer and America's premier hardwood lumber company. Since 2010, CESSON has partnered with Baillie Lumber Group to navigate the evolving digital marketing landscape as the company expanded its reach across North America and internationally.

What began as a single-brand website has transformed into a comprehensive digital portfolio managing 14 distinct brands under the Baillie umbrella—including Baillie Lumber, American Lumber, Wagner Lumber, AHI, Hawkeye Forest Products, Potter Lumber, Superior Hardwoods, Hardwoods of Michigan, Blue Triangle, Augusta Lumber, Clendenin Lumber, and Double Aught. Together, these brands operate nearly 30 facilities across the United States, providing customers access to a complete portfolio of hardwood products—from North American species like walnut, cherry, oak, and maple to imported tropical hardwoods from Africa, Central and South America.

The primary goals were to establish strong online visibility for a B2B hardwood lumber supplier serving manufacturers and distributors, empower internal teams with digital marketing capabilities, and maintain a scalable web presence that could grow alongside the business as it evolved from a regional supplier to a cohesive, unified group of hardwood producers working cooperatively to serve the hardwood industry.

Through strategic website development, ongoing SEO optimization, and comprehensive training, CESSON helped Baillie evolve into a multi-brand industry leader with a robust digital presence that supports their mission: making hardwood purchasing simple and easy through unmatched supply and industry expertise.

The Recommendations

CESSON developed a long-term digital strategy tailored to Baillie's B2B focus and ambitious growth trajectory:

- **Multi-Site Architecture:** Designed and developed 14 separate websites on the Joomla platform, each representing a distinct brand within the Baillie portfolio—from Wagner Lumber's New York sawmill operations to Hawkeye Forest Products' northern hardwoods in Wisconsin, to Superior Hardwoods' vertically-integrated Indiana facility. Each site maintained consistent quality and user experience while showcasing the unique strengths of each brand.
- **SEO Foundation & Ongoing Optimization:** Conducted comprehensive keyword research targeting the hardwood lumber industry, specific species (walnut, oak, cherry, maple), and geographic markets. Implemented technical SEO best practices and performed regular audits with actionable recommendations for meta tags, titles, and H1 tags to maintain visibility in an industry where manufacturers and distributors actively search for reliable hardwood suppliers.
- **Training & Empowerment:** Provided extensive training to enable Baillie's marketing team to independently manage website updates, content changes, and implement SEO recommendations. This partnership approach—rather than full-service dependency—allowed Baillie to maintain agility while benefiting from CESSON's expertise, particularly important for a company managing multiple brands across nearly 30 facilities.
- **Continuous Maintenance & Updates:** Established a system for regular website refreshes, particularly focused on homepage updates in Q1 each year to keep sites current with modern design standards and industry trends. This ongoing maintenance ensures all 14 brand sites remain functional, professional, and effective.
- **LinkedIn-Focused B2B Strategy:** Developed strategies specifically aligned with B2B marketing channels, particularly LinkedIn, recognizing the irrelevance of consumer-focused platforms for their business model. This approach helped Baillie build its presence as a thought leader in the hardwood lumber industry, sharing insights on sustainable forestry, product innovation, and industry trends.

The Results

The 15-year partnership between CESSON and Baillie Lumber Group demonstrates sustained digital growth and operational excellence that has supported the company's evolution from regional supplier to international manufacturer:

Portfolio Expansion: Successfully scaled from 1 website to 14 brand-specific sites spanning operations from New York to South Carolina, Wisconsin to Michigan. All sites maintained on a consistent Joomla platform with streamlined management, enabling Baillie to present each brand's unique value—whether Wagner Lumber's sawmill expertise,

Hawkeye's northern hardwood specialization, or Superior Hardwoods' vertically-integrated quality control.

Technical Performance: All 14 websites operate smoothly with strong uptime, modern functionality, and responsive design across devices, supporting a company that provides hardwood lumber "any time and anywhere" through more than 20 facilities.

SEO Success: Achieved strong organic visibility for industry-specific keywords through ongoing optimization, regular audits, and consistent implementation of best practices. This visibility supports Baillie's position as America's premier hardwood lumber company and helps connect manufacturers and distributors with the right hardwood species and solutions.

Team Empowerment: Baillie's internal marketing team, led by Tony Cimorelli, now independently manages routine updates, content changes, and SEO implementations based on CESSON's guidance and training. This capability allows the company to remain agile and responsive across its multi-brand portfolio.

Long-Term Partnership Value: 15 years of continuous collaboration reflects the mutual trust, consistent results, and adaptable approach that has allowed both companies to grow together—from Baillie's origins in 1923 to its current position as a cohesive group of hardwood producers serving the global hardwood industry.

The success of this partnership highlights CESSON's ability to provide flexible, scalable digital marketing solutions that evolve with client needs while building internal capabilities for long-term success. For a company whose tagline is "Succeeding in business is hard. Buying your hardwoods shouldn't be," CESSON has ensured that their digital presence makes it just as simple for customers to find and connect with Baillie's family of trusted brands.

Testimonial

"I highly recommend the CESSON team to any business that wants to get to the next level. They have all the latest technology and most important a team that knows how to best utilize their tools to help improve or start up your new business."

Tony Cimorelli, Marketing Director
Baillie Lumber Co.