



CASE STUDY

HOW **TURN-KEY TECHNOLOGIES** EXPANDED VISIBILITY AND MODERNIZED ITS DIGITAL PRESENCE



THE CHALLENGE

Turn-Key Technologies needed a more modern digital presence capable of better supporting online visibility, lead generation, and long-term growth initiatives. The company's existing websites had become outdated both visually and structurally, limiting search visibility, user engagement, and conversion opportunities.

The company also needed stronger SEO performance, improved keyword rankings, more modern marketing assets, and better support for ongoing sales and brand awareness initiatives.

01 Low Digital Visibility

02 Inconsistent Lead Flow

03 No Scalable Marketing Engine

THE SOLUTION

SmithDigital partnered with Turn-Key Technologies to modernize the company's digital presence through the redesign and deployment of two websites: Turn-Key Technologies and TTI Cable.

The engagement focused on improving SEO foundations, website usability, conversion opportunities, and overall brand presentation while supporting broader marketing initiatives across sales collateral, trade show materials, newsletters, and social media.

SmithDigital also implemented ongoing SEO and digital visibility initiatives designed to improve keyword acquisition, search rankings, impressions, clicks, and overall organic performance.

"SmithDigital is very nimble, and their work is very professional, thoughtful, and eye catching. The turnaround for projects always exceed our expectations. If you are looking to drive growth within your respective market, SmithDigital would make a great partner to help your company accelerate their marketing initiatives. Their team consists of subject matter experts that understand the needs of their client and can deliver results related to web design, SEO, social networking, page one rankings, video creation, and more."

- Marketing Director | Turn-key Technologies

THE RESULTS



Organic Visibility
Significant increase in organic search traffic and keyword rankings.



Consistent Lead Generation
Steady flow of qualified leads from inbound marketing efforts.



Marketing Infrastructure
HubSpot-powered system for automation, tracking, and reporting.



Stronger Sales Alignment
Better visibility into the pipeline and improved collaboration between teams.

KEY TAKEAWAYS



A strong digital presence builds credibility and drives sustainable growth.



Inbound marketing delivers higher-quality leads at a lower cost.



Automation and analytics create efficiency and predictable outcomes.



Alignment between marketing and sales accelerates revenue growth.