

# CLIENT CASE STUDY

## C.U.E., INC.

C.U.E., Inc. is one of the world's premier manufacturers of cast urethane products. Formed in 1986 when the business unit was purchased from Fluorocarbon, C.U.E. is located in Cranberry Township, Butler County, PA; employs 100 people; and ships its products to 48 countries worldwide.



### Need

Defining who you are as a company, where you are going and how you plan to get there is essential to business growth. With a limited Web presence, C.U.E. realized that the company had to further develop its Web site in order to tap into its full business potential.

C.U.E. needed an expanded Web site with information that better reflected its products and capabilities, a new look and feel that was consistent with the C.U.E. brand and better rankings among the most popular search engines to drive additional traffic to the site and generate new business. However, limited staff and resources kept C.U.E. from being able to fulfill these requirements.

### Solution

In-depth planning, design and implementation are the keys to a successful Web site. Working closely with C.U.E.'s in-house talent, Catalyst Connection's Web expert helped the company define business goals for the new site and then created a state-of-the-art site with new content and coding that met those objectives.

The new site now incorporates content that details the company's three product lines – DuraTrax, Hardliner and Anvil cover products – the company's capabilities and contact information. It opens avenues to attract new business prospects from previously untapped markets with increased visibility among the major search engines.

### Results

Since the new site went live in May 2004, search engine rankings have improved on a variety of C.U.E.'s keywords. The site has enhanced its search engine rankings on Google, Yahoo, Lycos, and MSN, with more than 20 targeted keyword phrases now resulting in a first-page listing concurrently on all search engines.

In addition to positive feedback from their customers, C.U.E. has been able to move ahead of the Web presence of its main competitor in anvil covers. Two new customer accounts also are attributed to the new site, and further results are expected once the company transitions the site to a new host provider in early 2005. According to C.U.E.'s sales and marketing executive Doug Stradley, "Catalyst Connection is technically strong, and I wouldn't hesitate to recommend their Web services to anyone needing a similar project."