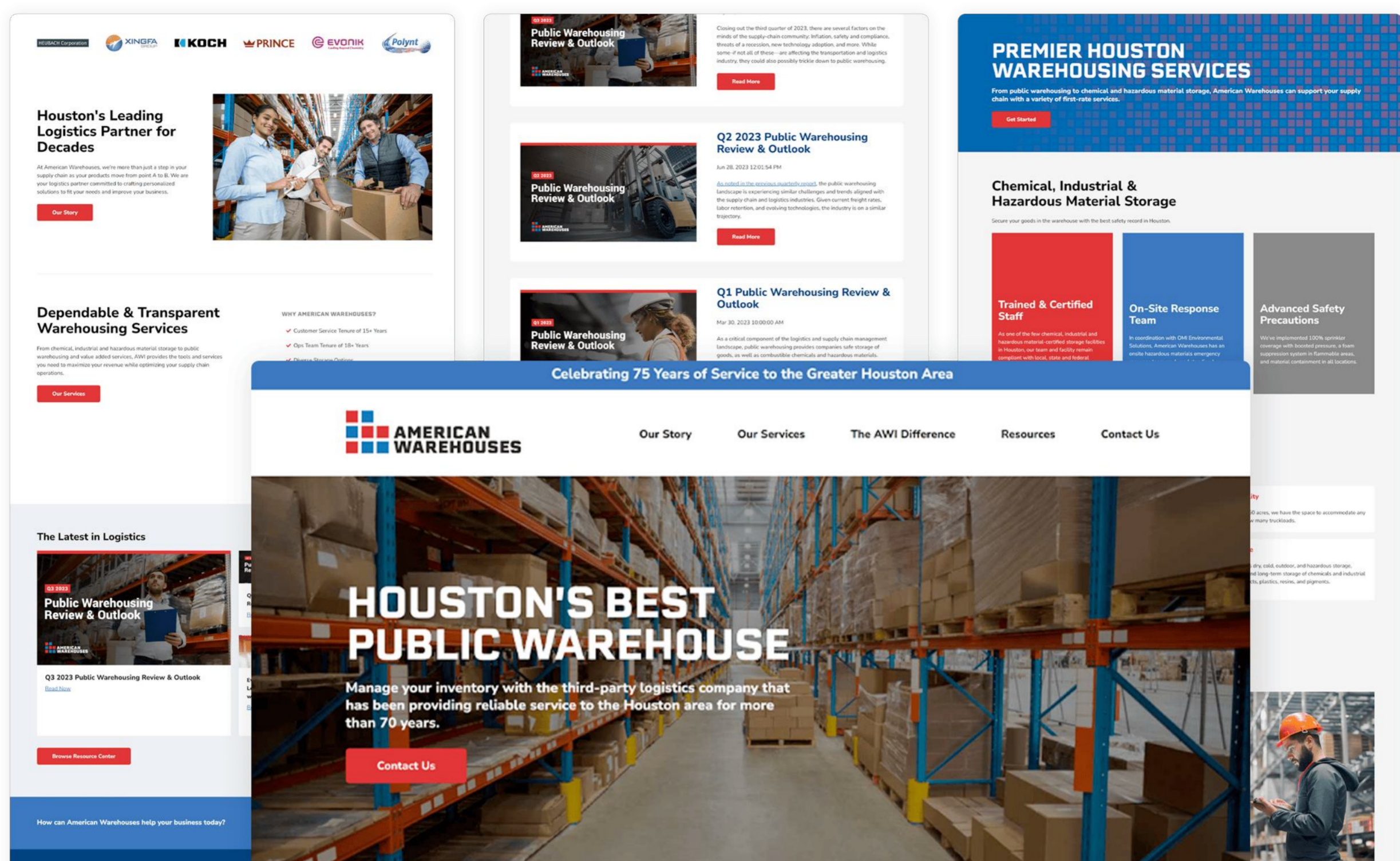


American Warehouses

Increasing website traffic and grown digital presence in the competitive Houston warehouse market.



Overview

American Warehouses, based in Houston, has been a stalwart in the logistics industry for more than 70 years, providing a comprehensive range of third-party logistics services. Known for reliable service and operational efficiency, it leverages an expansive infrastructure to deliver cost-effective solutions to customers. They came to us with a goal of creating an engaging online presence from the ground up.

Role

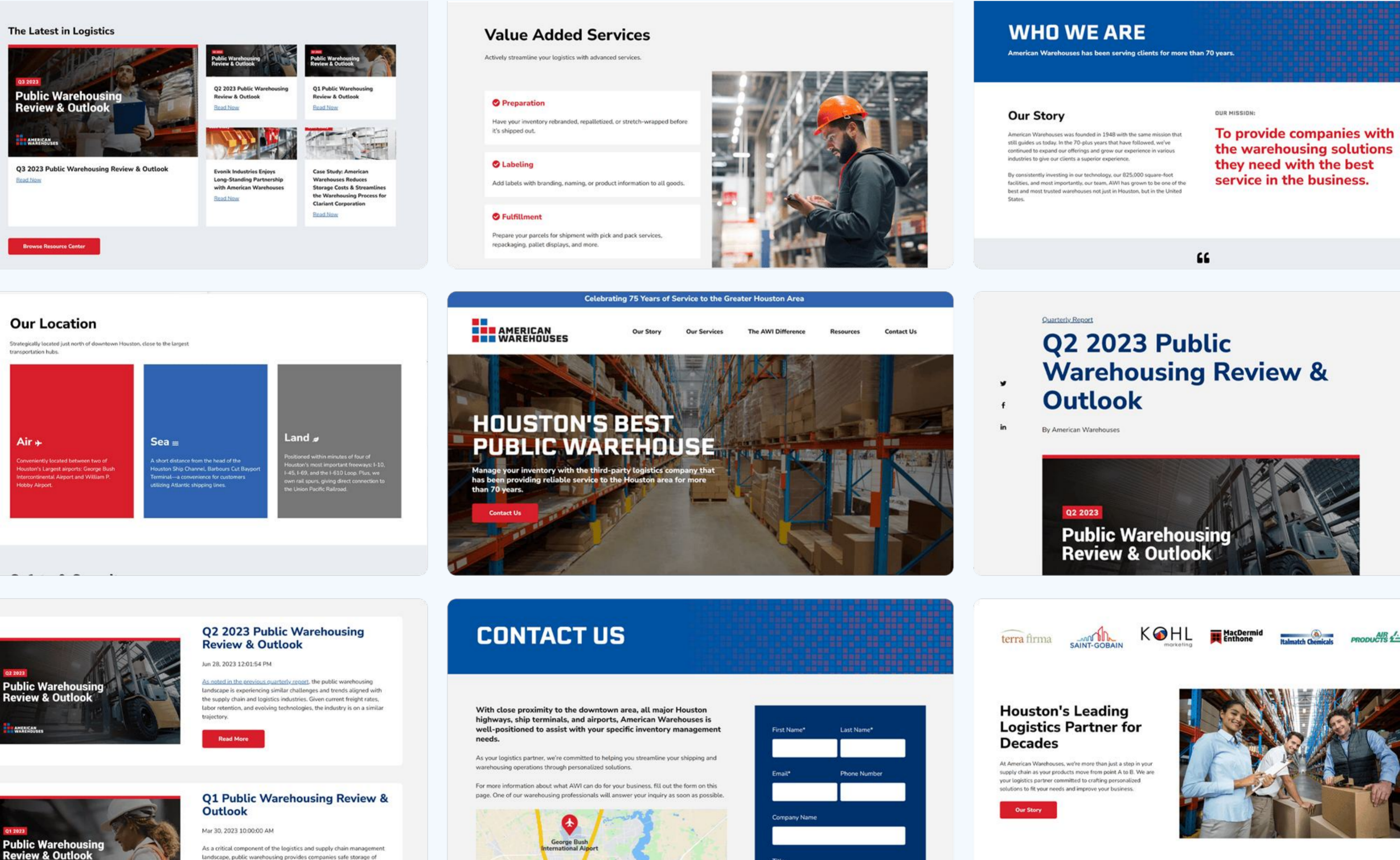
Web designer
Branding
2021

Challenge

The challenge was to change the design of the website in order to increase lead generation and site traffic. American Warehouses wanted potential clients to know of the complex logistical capabilities they were capable of.

Solution

Our solution was to update the design to show clients that the company was reliable, and didn't fall behind modern times by having a strong online presence.



Results

- Web Traffic Growth: From zero online presence, the site traffic soared to more than 3,000 visits per month—a significant feat amidst global supply chain disruptions.
- Search Engine Visibility: Strategic rankings in searches for warehouse space in the Houston area—ensuring American Warehouses became a go-to name for those with complex logistics needs.
- Content Leadership: Developed a comprehensive content strategy that included:
 - Initial web presence establishment with a fully built site.
 - Driving substantial traffic to the website.
 - Creating and publishing thought leadership content to engage and retain site visitors.
- Facility Occupancy: American Warehouses maintains full capacity, demonstrating its efficiency and prominence in Texas warehousing.
- Organic Reach: An impressive 85 percent of the website traffic was organic—indicating high relevance and authority within the logistics industry.
- Industry Standing: Emerged as a significant player in the global logistics landscape, recognized for its expertise and capacity.

Visit American Warehouses [here](#)