



SEARCH ENGINE OPTIMIZATION

CASE STUDY

Touché Lighting Control

Date Issued
July 15, 2024

OVERVIEW



Case Study: Touché's SEO Strategy for National Visibility

Breaking into the national market for lighting control companies is a formidable challenge due to high competition and the complexity of ranking for keyword phrases. Touché, operating in this environment, faces significant obstacles in achieving national visibility through SEO.

Key Performance Indicators (KPIs)

To measure the success of our SEO strategy and ensure visibility among electrical contractors, specifiers, and agents, Touché has established the following KPIs from July 2023 to June 2024:

Page Views: Aim for a 20% growth in page views to assess the reach of our content.

On-Page Engagement Time: Increase visitor engagement time to reflect deeper user interaction and higher conversion likelihood.

Long-Tail Keyword Phrases: Rank in the top ten SERP for critical long-tail keywords to drive qualified traffic.

Strategy Implementation

To achieve these KPIs, Touché has implemented several initiatives:

Content Optimization: Creating high-quality content tailored to our target audience, including blog posts, case studies, and product guides.

Keyword Research: Identifying valuable long-tail keywords and integrating them into our content strategy.

Technical SEO Improvements: Enhancing site structure, load times, and mobile-friendliness through regular technical audits.

Link Building: Securing backlinks from reputable industry websites and publications to drive referral traffic and improve site authority.

User Experience Enhancements: Improving website navigation, calls-to-action, and interactive elements to increase visitor engagement.

By focusing on these KPIs and strategies, Touché aims to boost its online presence, attract targeted traffic, and establish a strong foothold in the national market for lighting control solutions.



“We’re the best-kept secret in our industry. Our goal is to be seen by our audience and demonstrate why Touché is the only solution for your lighting control needs.”

MIKE PICCO, PRESIDENT OF TOUCHÉ LIGHTING CONTROL

FINDINGS



JULY 2023

PAGE VIEWS

Page location	Views	Users	Views per user	Average engagement time
1 https://www.touchecontrols.com/	8,164 100% of total	1,048 100% of total	7.79 Avg 2%	2m 44s Avg 0%
2 https://touchcontrols.com/products/	2,370	78	30.38	8m 25s
3 https://touchcontrols.com/	1,079	285	3.76	1m 22s
4 https://touchcontrols.com/my-account/	880	430	1.95	30s
5 https://touchcontrols.com/my-account/project-quote-list/sub-myquotes	441	67	6.58	1m 74s
6 https://touchcontrols.com/my-account/project-quote-list/sub-myquotes	213	26	5.61	1m 19s
7 https://touchcontrols.com/support/	199	116	1.72	45s

ACQUISITIONS

Session primary (Channel Group)	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
1 Organic Search	393 100% of total	782 100% of total	687 100% of total	1m 41s Avg 0%	1.74 Avg 0%	12.89 Avg 0%	87.80% Avg 0%
2 Direct	760	434	376	1m 16s	1.45	11.41	86.64%
3 Unassigned	123	55	0	12m 33s	0.00	49.58	0%
4 Paid Search	86	99	86	25s	1.02	5.12	86.87%
5 Organic Social	85	176	110	11s	1.24	5.87	87.3%

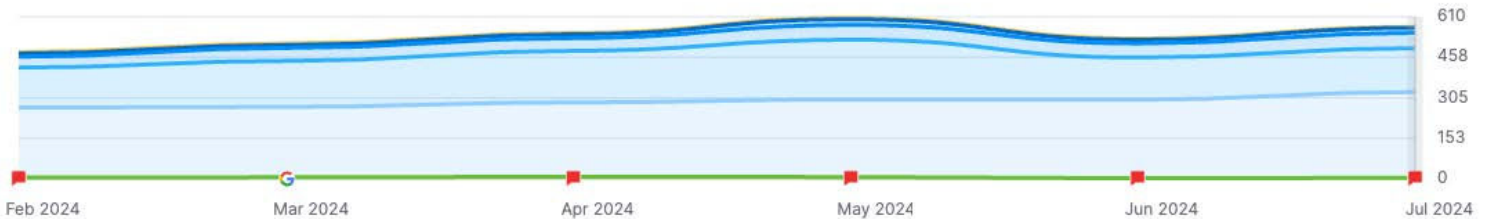
JUNE 2024

Page location	Views	Users	Views per user	Average engagement time
1 https://www.touchecontrols.com/	10,593 100% of total	1,734 100% of total	6.10 Avg 0%	3m 07s Avg 0%
2 https://touchcontrols.com/products/	4,951	757	79.47	8m 57s
3 https://touchcontrols.com/	813	452	1.80	36s
4 https://touchcontrols.com/my-account/	819	280	2.90	1m 24s
5 https://touchcontrols.com/my-account/project-quote-list/sub-myquotes	657	78	8.42	2m 55s
6 https://touchcontrols.com/support/	251	125	1.61	1m 56s
7 https://touchcontrols.com/quote/	117	87	7.04	3m 58s

Session primary (Channel Group)	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
1 Organic Search	502 100% of total	656 100% of total	641 100% of total	2m 42s Avg 0%	1.10 Avg 0%	12.70 Avg 0%	97.82% Avg 0%
2 Paid Search	453	479	477	7s	1.05	3.23	99.58%
3 Direct	408	538	520	2m 38s	1.21	12.98	98.51%
4 Unassigned	170	18	0	1h 18m	0.00	285.00	0%
5 Paid Video	137	140	140	4s	1.07	3.99	100%

Organic Keywords 573

Top 3
 4-10
 11-20
 21-50
 51-100
 SERP Features



BY THE NUMBERS

29.3%

Percentage increase in page views from July 2023 to June 2024

52.7%

Percentage increase in average engagement time from July 2023 to June 2024

34.1%

Organic keyword increase from 238 in Feb. of 2024 to 319 in June 2024

428

Number of backlinks to Touché Lighting Controls site

13TH

A year ago, the keyword 'Lighting Controls' wasn't even ranking. Remarkably, in a highly saturated and competitive market, we've gone from not ranking to 13th place in less than a year.

13.8%

Engagement rate rose from 83.98% to 97.82% annually, calculated by dividing engaged sessions by total sessions.*

* In SEO terminology, an "engaged session" refers to a website visit where the user interacts actively with the content. This interaction can include actions like clicking on links, watching videos, spending significant time on the page, or filling out forms. Engaged sessions are valuable because they indicate user interest and can contribute positively to SEO metrics such as bounce rate, time on page, and overall user experience signals.

CONTENT STRATEGY

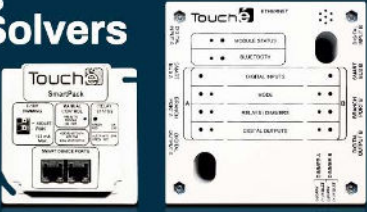
welcome

We're Your Lighting Controls Problem Solvers

At Touché, we help identify problems before they become **real** problems

At Touché Lighting Control, our solution, software, support, and digital resources provide specifiers, contractors, end-users, agents, and distributors relief from your commercial lighting control headaches.


See how we're the industry's problem solvers



the problem.
I'm missing my deadline. Installing these lighting controls is difficult and time-consuming.

the solution.
The Touché solution was built with the contractor in mind. Most lighting control manufacturers focus on the features but forget someone has to make it all work. At Touché we realize that all of the channels are important. Even though the Touché solution can meet even the most demanding requirements, we made it simple to implement and install. Use the buttons below to learn more.


[Video](#) [More](#)



example applications

How to Apply Touché in Any Commercial Lighting Control Application

The Touché solution was built to provide the cleanest and most intelligent way to control commercial lighting. This page is designed to help you identify the best way to apply Touché in your commercial lighting control application. One thing to note is we provide these examples - in these cases Touché uses the same core hardware components to meet different application needs. In the construction of our intuitive design application with our flexible hardware to meet each need. Explore the following examples to learn just how powerful Touché really is.



Examples by room types

- Private Office
 - Private Office with Dimmable Desk
 - Private Office with Daylight Control
 - Private Office with Plug Load Control
 - Private Office with Emergency Shunt Control
 - Private Office with HVAC Occupancy Integration
- Training Room
- Conference Room
- Hallway
- Partitionable Space
- Restroom

The snippet on the left showcases Touché's homepage, emphasizing problem-solving. Above, our application pages illustrate how specifiers can grasp the One Solution.

To succeed, we needed to create dynamic and relevant content that not only attracts new users to our site but also effectively communicates vital messages about our One Solution™ products. Here's how we accomplished these goals:

Website Optimization

We took initial steps to speed up the website, such as minifying code, converting images to WebP, writing alt tags, and developing enticing meta descriptions designed to get additional clicks to the website.

Home Page

We redesigned the home page to be solution-driven, highlighting four scenarios that are common problems in the lighting control industry. Subpages were created to provide specific information for each type of user.

Portals

We created portals for agents and specifiers designed to meet their daily needs, such as project quotes, resource information, and essential tools to assist with their daily activities.

One Solution

We developed a three-part series specifically aimed at agents, specifiers, and electrical contractors. Our focus was on delivering solutions to each of these audience members and providing more detailed information.

Application Examples

We developed schematics that highlight Touché's One Solution from an application example perspective. These technical drawings are simple to understand and quickly show our audience how we differ from our competition.

Google Business Product Listings

We listed all of our main product lines on Google Business to help increase search visibility among target audiences. These products are specifically linked to our product pages on Touché's website.



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