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CLIENT CASE STUDY · PERSONAL & HOME CARE CONTRACT MANUFACTURING

Coughlan Products: rebuilding a manufacturer founded in 1900 for modern search and modern buyers

Flanders, NJ · Claraxis role: fractional business development executive · updated November 2026 · published with the client's permission

Buyers searching for what Coughlan makes were landing on old pages, old claims and old contact details. As fractional business development executive, Claraxis rebuilt how Coughlan is found, and advised on brand, channels and the factory floor.

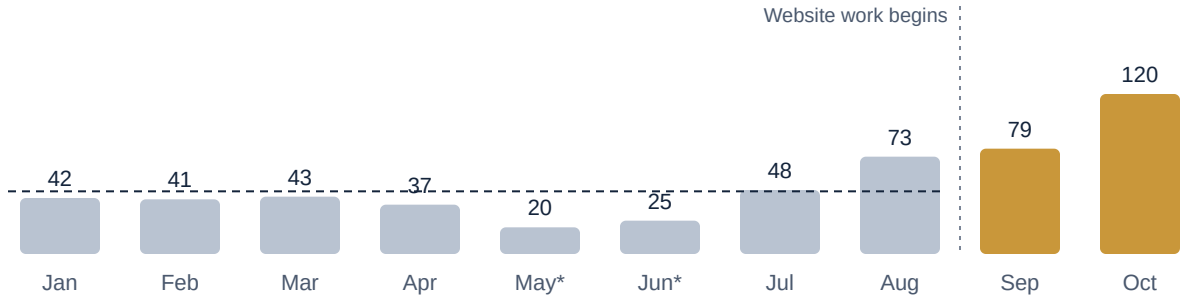
RESULTS IN GOOGLE SEARCH, JANUARY TO OCTOBER 2026

2×
Google search clicks a month: 100 in Sep–Oct vs 47 in Jan–Aug

+85%
Clicks from non-brand searches: about 29 to 54 a month

120
Clicks in October, the best month in 16 months of data

7 of 11
Quote requests from Google, Bing or AI assistants, Oct 21 – Nov 3



Google Search Console, coughlanproducts.com, Google web search, Jan 1 – Oct 31, 2026. Dashed line = Jan–Aug average (47). *May and June are missing 11–18 days of data each and are left out of the averages. Searches for Coughlan by name rose from about 19 to 46 clicks a month; all other searches from about 29 to 54.

WHERE WEB LEADS CAME FROM (OCT 21 – NOV 3, 2026, GOOGLE ANALYTICS; TOTALS DEDUPLICATED)

CHANNEL	SESSIONS	QUOTE REQUESTS
Organic search (Google, Bing)	91	4
AI assistants (ChatGPT, Perplexity)	63	3
Direct (typed URL, bookmarks, untagged links)	221	3
Unassigned	15	1
Referral and organic social	13	0
Total	**396**	**11**

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THE STARTING POINT AND WHAT CHANGED

PROBLEM	FIX
A 2016-era theme with a stock-photo hero and long blocks of text	Homepage redesign: clear positioning, proof points and a built-in quote form
Discontinued products and inaccurate sustainability wording on the site	Discontinued products, outdated claims and old vendor details removed site-wide
Google traffic landed on legacy pages with old contact details	20 legacy URLs redirected to current content
No pages for shower steamers or home care and household products	15 product landing pages, one per product search, including two new ones
Placeholder and duplicate pages diluted search relevance	Keyword-led titles and headings, structured data, image alt text and faster load times
No measurement	Search Console verified, sitemap submitted, Google Analytics with a lead source on every quote request

UNDER THE HOOD

- 68% lighter homepage code (427 KB to 137 KB)
- 15 pages with service and FAQ structured data
- 30+ images given descriptive alt text
- 10 thin or duplicate pages removed from Google's index
- AI assistant guide file and business profile

BEYOND THE WEBSITE

- Brand positioning and storytelling for B2B buyers and consumers
- A plan to align LinkedIn, Shopify, TikTok Shop and Amazon
- Influencer recommendations to turn ad spend into return
- A facility performance and reliability plan
- An investor pitch deck and a multi-channel operating cadence

> *"Kobe's assessment gave us the clarity we needed to move forward with confidence. His ability to quickly understand our operation and identify the highest-impact opportunities was impressive."*
>
> MARK FORD · PRESIDENT, COUGHLAN PRODUCTS LLC

WHAT THE DATA CAN'T SHOW YET

- **Phone calls are not tracked by source.** Most visitors use desktop computers and dial by hand.
- **No lead baseline before Oct 21,** when Google Analytics started recording quote requests.
- **The rise began before September.** July and August were already above the spring months.
- **New product pages are just starting to rank;** new pages typically take 3–6 months.

These figures measure search visibility and web leads, not sales.

Is your business showing up as well as it runs? Book a 30-minute call at no charge:
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