

# Trans-West Network Solutions

## QUICK FACTS

Company Name  
Trans-West Network  
Solutions

Location  
Phoenix, AZ

Website  
www.TWNS.com

Industry  
IP Telephony, Voice and  
Data Integration

### Key Challenges

1. Transform their outdated info-only website into one that generates leads and maintains their branding.

### Solution

- Custom CRO Design
- SEO
- Link-building
- Keyword Research

### Result

- Organic traffic up 400% after 3 months and still increasing
- Good leads coming in smoothly for follow-up and conversion

In 1981, Herbert C. Rosen founded a telecommunications company with the purpose of offering a straight-forward, honest approach to address each client's needs. Trans-West Network Solutions (TWNS) provided products and services to enhance productivity and reduce expenses for its clients, including a 5-year strategic plan for their technology needs.

Like many companies that transition from their first "home-grown" website to an e-commerce site, TWNS recognized it was time to update. Debi McMahon Caron, Director of Marketing and Business Development at TWNS, put it this way. "We had a static company brochure as our website. It was time to transform into an interactive site that keeps our customers informed of new products, promotions, events, etc. When Crexendo approached us, we were skeptical at first. As we reviewed the potential benefits, we started seeing new opportunities."

Crexendo, an Orem, Utah-based e-commerce services company, proposed a plan not only to bring the TWNS website up to date but also to help increase the number of leads their website brought in.

"The opportunity to partner with Crexendo came at the same time as the advent of our new logo and we knew it was a great way to introduce our clients to the 'new' TWNS," said Debi.

## The Crexendo Solution

The main goals were to raise the search rankings of the TWNS website, increase their conversion rate, and start generating lots of leads.

Crexendo's solution began with a new website design optimized for the best conversion rate. Then after some keyword research they began tweaking the site for Search Engine Optimization (SEO). Finally, they did some heavy link-building to help raise TWNS in the search rankings for the keywords they'd chosen from their research.



## Implementation

“Customer service was amazing,” Debi recalled of her experience with Crexendo. She called them a lot in the beginning. Now, she changes at least a couple of things on the site each week to keep it fresh but only has to call customer service once or twice a month.

As Debi worked with Crexendo to bring the new site together, it developed a clean, professional look that still managed to achieve TWNS branding objectives.

Not long after they took the new site live, they began to get leads. In about month four of the project, they began to notice that an increasing number of those leads were indicating that they found the TWNS website using Google™.

## Results

Because of Crexendo’s SEO work, over 380 TWNS key phrases moved to the top three pages of search results. Because of the high rate of high-quality leads, Debi says TWNS is now closing an increasing number of deals directly attributable to their Internet efforts. Their organic traffic is up well over 400 percent and still rising.

## Plans For The Future

In a word, the company’s plan for the future is GROWTH. As they add new products and services to their repertoire, they plan to add more e-commerce capability to their site.

“It’s really the wave of the future,” said Debi, “Even in service industries.” TWNS just added a hosted services division and plan to do more link-building and SEO to capture traffic for it.

All the traffic they’ve been getting from people searching Google for small business services has also made the owners of TWNS begin thinking more about how they can fill more of those needs. Perhaps the best part is that once they’ve decided what new services to offer, they already have a great partner in place to help take those services to market: Crexendo.

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