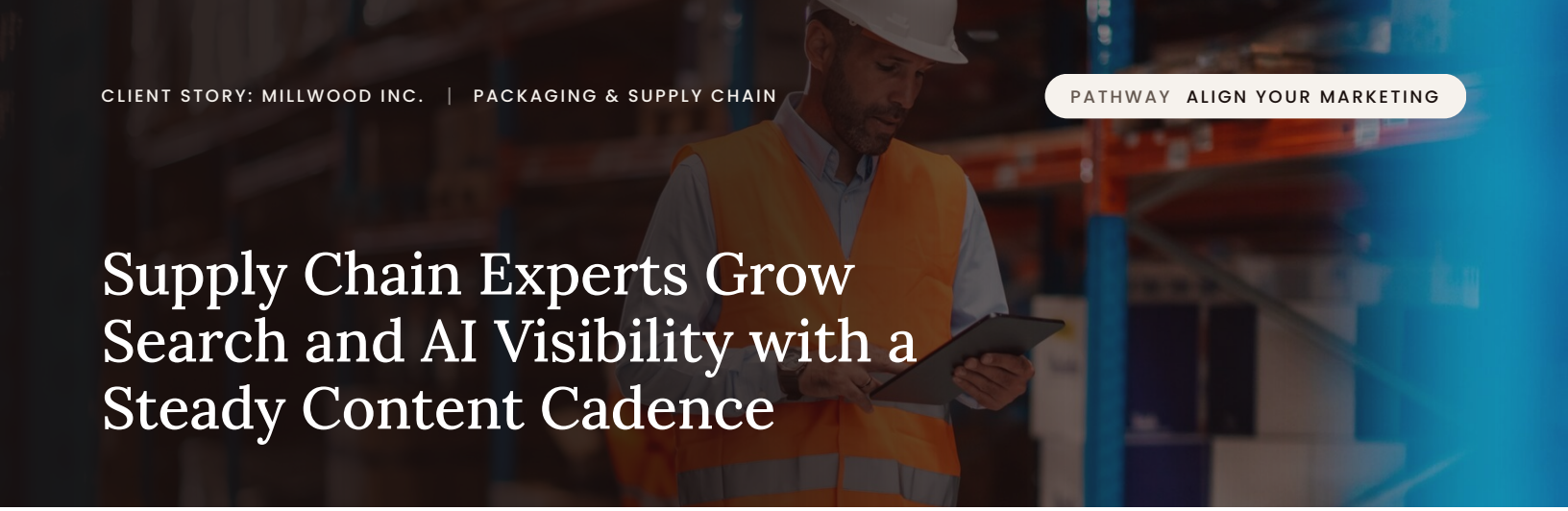


Supply Chain Experts Grow Search and AI Visibility with a Steady Content Cadence

CLIENT STORY SUMMARY

From Quiet Online to Found First

CHALLENGE Millwood is excellent at its work, and its real world authority far outpaced its online presence. Their content marketing came in bursts, so the questions their buyers asked went unanswered online.

SOLUTION Together we built a monthly plan around what their buyers actually search for. Millwood's experts shaped every piece, and a simple monthly report showed what each one was building toward their goals.

RESULT A steady rhythm grew the keywords their buyers use, earned Millwood a place in AI answers and gave their sales team resources they can hand straight to a customer.

> "You guys are doing a really nice job of just keeping us on a cadence, which was the goal."
>
> Christine Rupert · Marketing Manager, Millwood Inc.

RESULTS

318%
more top three rankings for the terms their buyers search

303%
more mentions in AI answers

190%
more keywords bringing buyers to their site

AUDIENCE SERVED
Packaging & Supply Chain (B2B)

SERVICES PROVIDED
Monthly Content Production · Content Hub · Search & AI Visibility · Monthly Reporting

WHERE IT STARTED
Website Rebuild · Content Strategy

WORKING TOGETHER

"Thank you for working with us to prioritize critical work to fit with our strategy. We appreciate the partnership."

Christine Rupert · Marketing Manager, Millwood Inc.

NEXT STEP

Ready for a Rhythm of Your Own?

Start with one conversation about who you want to reach and what you already know.

Start the Conversation →

Or call 724.674.8355