



Milestone
Case Study



CASH-WA DISTRIBUTING

Food Distributor Increases Mobile Speed by 3.5X and Website Leads by 39% using CMS and Schema

Challenge

The objective of the client was to develop a responsive website with user-friendly UI/UX and optimize for technical SEO to increase visibility and drive B2B leads

Solution

Milestone approached the problem by deploying two key strategies:

- 1. Milestone CMS:** A mobile-optimized website was developed and hosted on award-winning Milestone CMS. The website was optimized for On-page & Technical SEO to increase discoverability on search engines. Further, AMP pages were developed to improve page speed statistics & drive reach to potential customers.
- 2. Advance Schemas:** : Deployed dozens of schema types, including brand, organization and product-specific schemas to boost presence in rich search results. Milestone software monitors and automatically updates the schemas as guidelines change and update.

Results

In a time span of **60 days post-implementation** the client recorded:



25% increase

in new users to the site from organic channel



36% increase

in phone calls from website



85 more

catalog requests