



# GRAYCELL TECHNOLOGIES

www.graycelltech.com

## Radius Power – CMS Website and Digital Marketing Campaign

### Background

Radius Power is an international leader in the development and production of EMI/EMC/RFI Filters. Their range of products and services includes the development and implementation of both standard and customized solutions. They had a minimal presence on the web and wanted to launch a full scale website that will showcase their range of products and services and become a key driving force in both national and international sales.

### Solution

The GCT team developed a fully dynamic website for Radius Power keeping in mind their reach and audience engagement. The main core of the website is an easy to use Content Management System (CMS) that handles the content and products solutions.

On the technical front, the website utilizes Joomla based Content Management System with PHP/MySQL Server. The website can be experienced at: <http://www.radiuspower.com/>

As part of the marketing efforts, the GCT digital marketing designed and implanted an extensive organic SEO campaign for the new website. A range of activities were done as part of the digital marketing initiative including:

- On- Page optimization
- Link building
- Article promotion
- Press Releases
- Social Media campaign

### Results

1. The new website along with the SEO campaign has been a key driving factor in increasing the number of business leads and bringing additional revenue to the company.
2. The website has been constantly ranked on the first page for a number of key competitive keywords and has consistently managed to beat its competitors on rankings.