



Dry Canyon FR

Dry Canyon FR is a business to business company that works with businesses to provide fire resistant clothing to linemen and individuals in industries that require fire resistant clothing. Dry Canyon LLC was established in 2012 with a single goal to create a place where Journeyman Lineman could easily get their hands on the highest quality FR apparel and safety equipment the market had to offer. Through their managed apparel program Dry Canyon FR works with businesses to provide the appropriate clothing necessary for these types of positions.



CHALLENGE

Dry Canyon FR is a business-to-business focused company that needed help optimizing their Google My Business and updating their digital presence. In addition to this, they needed information about their managed apparel program to be added with necessary keywords. Along with this, it was important to include information about how customers can learn how to access their account. Overall, Dry Canyon needed help improving business-to-business targeting and increasing their overall goodwill with the brand by helping people get to know the people who run Dry Canyon FR and what makes Dry Canyon unique.





SOLUTION

- Added needed information on their Website
- Optimized Google My Business Profile
- Created a landing page for the managed apparel program
- Wrote and posted blogs
- Business to Business targeting



KEY RESULTS



Reputation Management

- Posted regularly on GMB which moved Dry Canyon from 6th to 3rd on the first page of "Fireproof Clothing Near Me"
- Added bio information about Rick and Sam to the website. This helps customers see they are reliable and trustworthy in industry knowledge, and increases brand loyalty.



SEO & Website

- Developed blogs to provide direction on how to access accounts to get FR clothing, making the experience more user friendly.
- Creating a Landing Page that provides all the necessary information about this program for business-to-business targeting.
- Optimizations to Dry Canyon's GMB were added through adding product tiles, regular posts, and an updated description that included necessary keywords that highlighted their managed apparel program.

About Green House

Green House (GH) is a sales & marketing agency sponsored by Utah Valley University and run by its students. Its approach combines the impact of the largest university in Utah with the resourceful skills of marketing students and industry experts. Green House assists organizations by improving their online marketing presence, fortitude, and evolution.