Case Study: Enterprise Website Rebuild and SEO Transformation

Modernizing a Global B2B Safety Brand With a Composable, SEO-First Platform

ARC4 CASE STUDY

Enterprise Website Rebuild and SEO Transformation

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Client Snapshot

A global enterprise B2B manufacturer operating across multiple regions, delivering fire and life safety products through a complex, multi-market digital ecosystem.

17	14	250+	7
Total unique brand websites launched	Different countries with new websites deployed	Different SKU's integrated and deployed	Different product lines supported for Global SEO

CLIENT TYPE

Global Enterprise Organization

INDUSTRY

Consumer Safety / Manufacturing

BUSINESS MODEL

B2B Product Manufacturer (Multi-region Distribution)

ENGAGEMENT SCOPE

Technical SEO
Information Architecture
Content & Data Integration
Global Scalability Framework

Executive Summary

Arc4 partnered with a global safety brand to rebuild its enterprise website and modernize a legacy digital ecosystem that was no longer supporting performance, scalability, or search visibility. Despite strong brand recognition, the existing platform limited growth due to outdated infrastructure and fragmented content delivery.

The existing experience was constrained by a rigid CMS, poor crawlability, and inefficient content structures that made even minor updates costly and time-consuming. The organization required a scalable, SEO-first platform that could support global expansion, improve discoverability across product and support searches, and reduce long-term operational overhead.

Arc4 delivered a composable, enterprise-grade website architecture designed for speed, flexibility, and global scalability, with SEO embedded at every layer. This approach enabled the brand to unify its digital presence, improve organic performance, and efficiently scale across regions while significantly reducing reliance on internal development resources.

OVERVIEW

The Challenge

The client's website was built on a legacy, internally managed CMS that had become a major constraint on performance, scalability, and growth. Limitations in site architecture, crawlability, and content structure led to poor search visibility, while fragmented content and high development overhead made even simple updates inefficient.
Despite significant internal resources dedicated to maintaining the platform, the experience continued to underperform. The organization needed a modern, flexible foundation that could scale globally, reduce technical overhead, and significantly improve organic performance.

KEY CHALLENGES INCLUDED:

- Slow, inflexible architecture that limited performance
- Poor crawlability and indexation
- Fragmented content delivered largely through PDFs
- High development costs for even minor updates
- Inability to scale efficiently across regions and languages
- Underperforming organic visibility for service, support, and product searches

OVERVIEW

Strategy

Our Strategy

Arc4 led a full enterprise rebuild anchored in an open, composable architecture, with SEO embedded from the start. The approach began with a deep audit of the existing platform, including site architecture, content structure, and technical debt, to identify the core limitations impacting performance and scalability. From there, a fast, responsive, and SEO-ready foundation was designed to support both current needs and long-term growth. The new architecture enabled seamless integration across multiple data sources while creating a flexible framework that could scale efficiently across regions, languages, and sub-brands. SEO guided every layer of the build, from technical structure to page templates and content strategy. The site was repositioned to serve as the authoritative source for product support and safety information, ensuring stronger visibility across high-intent searches and long-term organic growth. Key strategic priorities

Include:

Global Scale

Implementing architecture designed to scale globally across regions, languages, and sub-brands

Open Architecture

Creating a robust integration ecosystem able to handle multiple data sources and complex logic

SEO Centric

Maintaining an SEO strategy around becoming the source of truth for product support and safety information

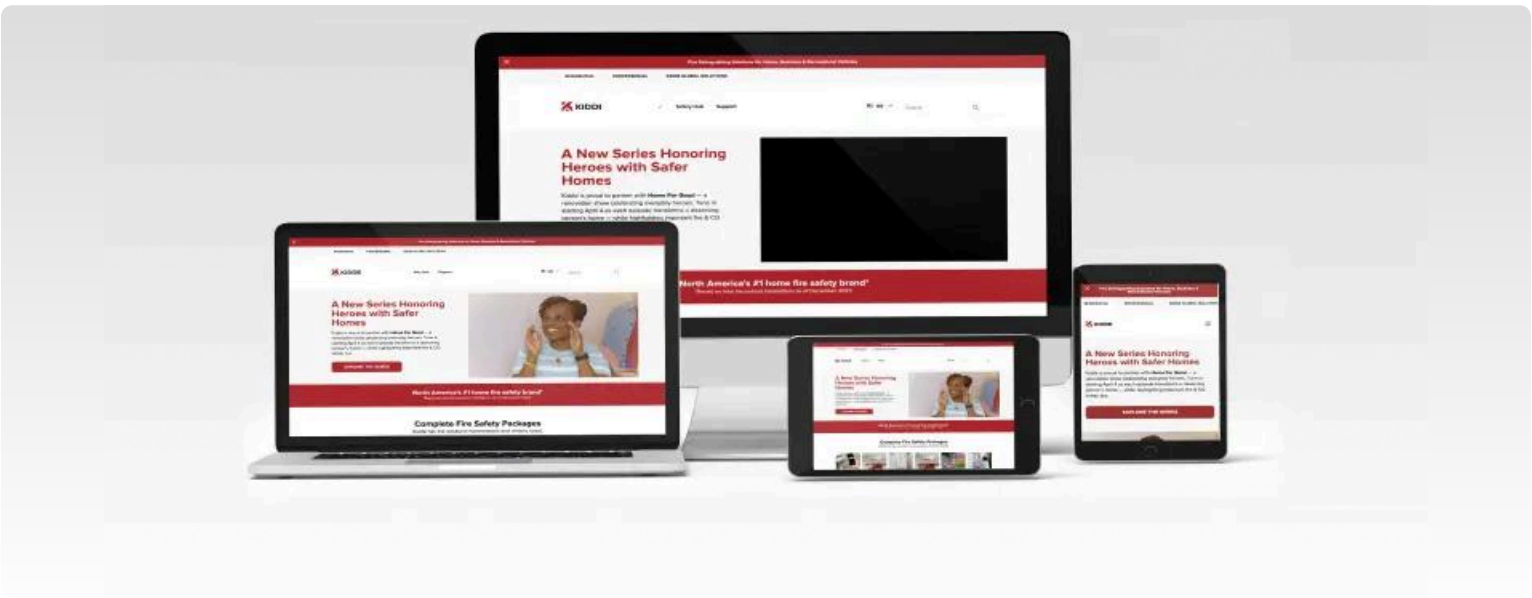
Scalable Composable Architecture

Enabling new site, page, and template creation across dozens of brands and countries without heavy developer involvement

OVERVIEW

Highlights

Arc4 implemented a full platform rebuild delivering a scalable, composable foundation that unified the brand experience while enabling rapid global expansion and operational efficiency.



- Global Scalability
- Composable Architecture
- Localized Content
- Integrated Data Systems
- Multi-Region Rollout
- Global SEO Strategy

About Arc4

Built for Global B2B Brands and Manufacturers

Arc4 supports enterprise B2B brands and manufacturers that operate across regions, product lines, and global markets. Website development, technical SEO, and content architecture are designed as a unified system to support performance, scalability, and long-term growth.

We focus on building modern, composable website platforms that replace legacy systems and reduce technical overhead. From product and support content to global site structures, every component is designed to scale across regions, languages, and business units without creating additional complexity.

Search is embedded into the foundation. Technical SEO, content structure, and AI search readiness are integrated directly into the architecture, ensuring the site is discoverable across traditional search engines and emerging AI-driven experiences while supporting high-intent product and support queries.

- Proven Experience with Complex Enterprise Rebuilds
- Deep Understanding of B2B and Manufacturing Ecosystems
- Focused on Scalable, Future-Proof Architecture
- Bridges Marketing, Technology, and Internal Teams
- Delivers Structure Across Products, Content, and Regions
- Built to Support Long-Term Growth, Not Short-Term Fixes

About Arc4

Built for Franchise Brands That Need to Scale

Arc4 supports franchise and multi-location brands with complex footprints, where national strategy and local execution both need to perform. Website development, local SEO, AI search optimization, and listings management work as one system to drive visibility, performance, and lead generation across every market.

We focus on building scalable, SEO and AEO-driven infrastructure that grows with the brand. From high-converting franchise websites to structured local page frameworks, everything is designed for speed, consistency, and discoverability across both traditional and AI-powered search.

Backed by deep experience across platforms like Yext, the team understands how to manage distributed content, location-level data, and deliver consistent digital experiences across every franchisee, service area, and market.

- Built for Franchise Systems and Local Operators
- Focused on Measurable Local Growth
- Structured for Local Search and AI Discovery
- Thousands of Locations and Service Areas Managed at Scale
- Proven Results Across Franchise SEO and AEO
- Aligned National Strategy with Local Execution

What We Deliver at Scale:

- Websites and digital platforms designed to support multi-location and multi-region operations.
- SEO, AEO, and content strategies that drive both national visibility and local demand.
- Local and paid media strategies built to capture and convert high-intent traffic.
- Governance frameworks that enable distributed teams while maintaining consistency.
- Ongoing optimization, performance management, and post-launch support tailored to franchise brands.

Trusted by the World's Largest Multi-Location Brands

Request a Consultation