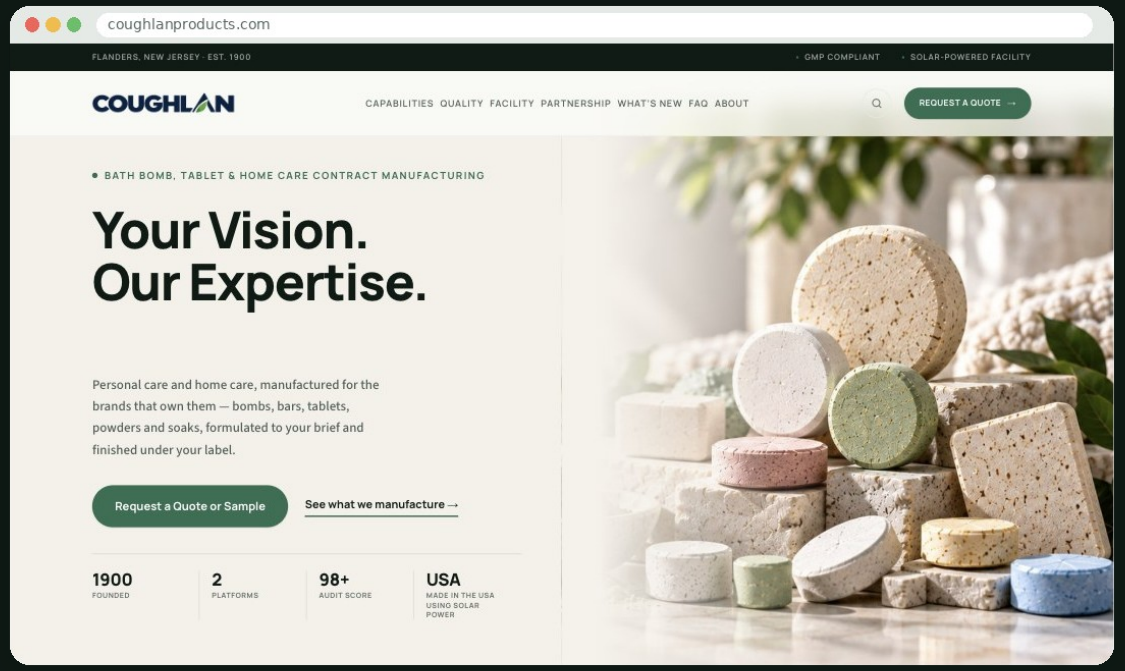
CLARAXIS GROUP · CASE STUDY

Coughlan Products

Rebuilding the website of a manufacturer founded in 1900, for modern search and modern buyers.



- Website redesign
- 15 product landing pages
- SEO optimization
- Legacy migration

coughlanproducts.com · Flanders, New Jersey · Est. 1900

THE STARTING POINT

A trusted manufacturer, an outdated website

Dated template
A 2016-era theme with a stock-photo hero and long blocks of text.

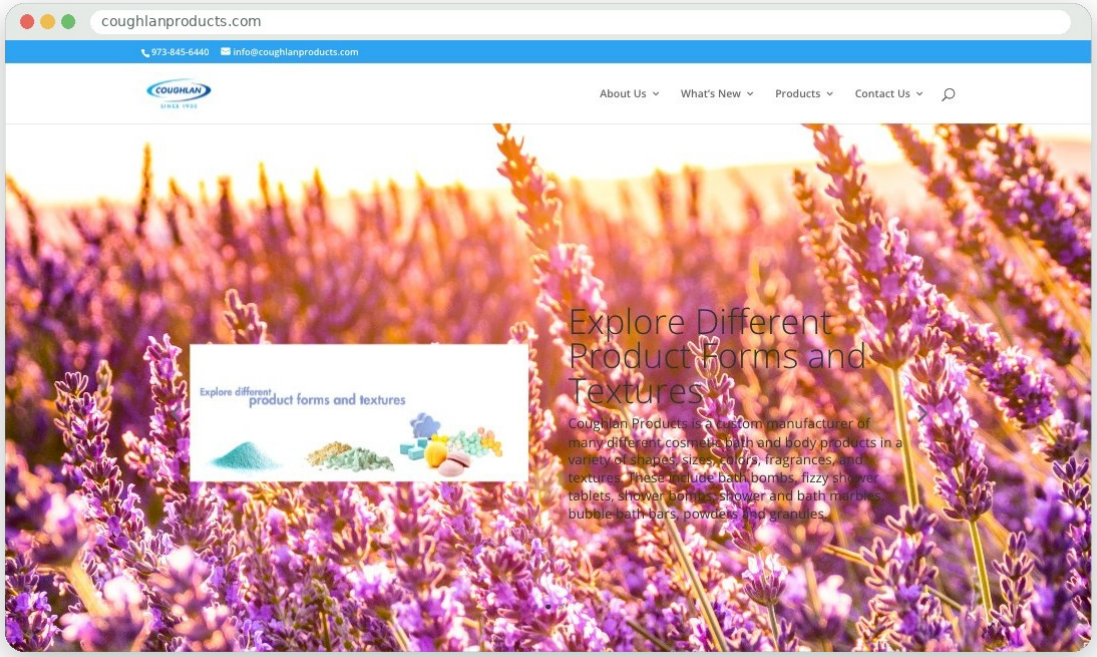
Outdated claims
Discontinued products and inaccurate sustainability wording still on the site.

Search sent buyers to old pages
Google traffic landed on legacy pages with old contact details.

Missing pages for key searches
No pages for shower steamers or home care and household products.

Thin and duplicate pages indexed
Placeholder and duplicate pages diluted search relevance.

BEFORE

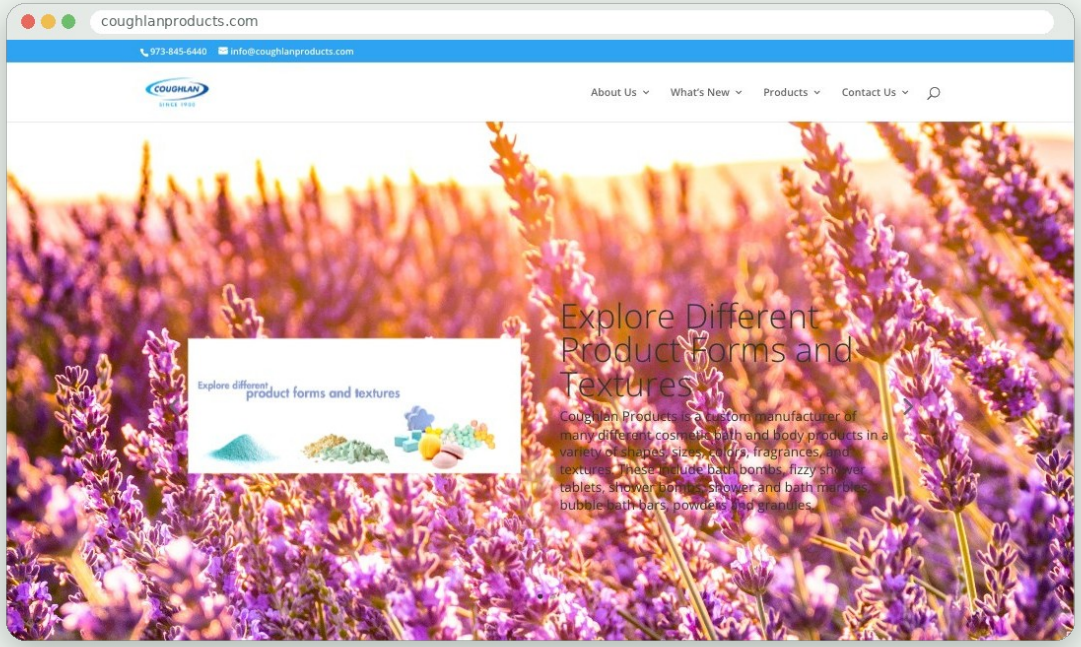


Legacy homepage, archived July 2026

HOMEPAGE

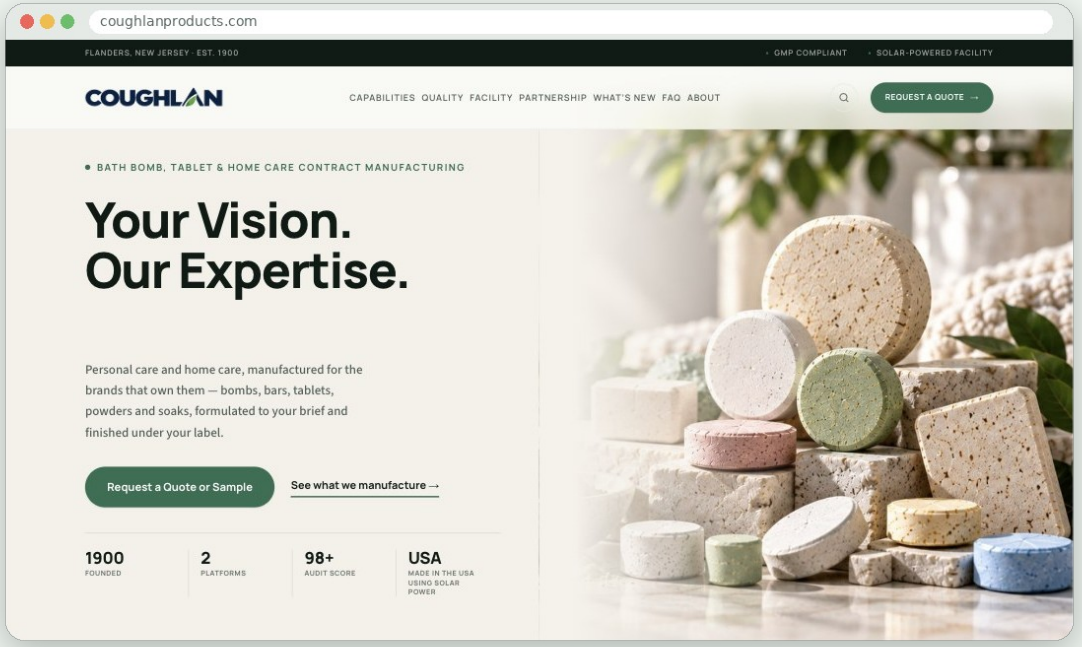
From legacy template to a modern brand experience

BEFORE



Stock imagery, a carousel and dense copy. No clear call to action.

AFTER



Clear positioning, proof points up front, and a quote request one click away.

WHAT WE DELIVERED

A complete website transformation

Homepage redesign

A new brand homepage with clear positioning, proof points and a built-in quote form.

15 product landing pages

A dedicated, search-focused page for every product line, including two new ones.

SEO optimization

Keyword-led titles and headings, structured data, image alt text and faster load times.

Legacy migration

20 legacy URLs redirected so Google and old links land on current content.

Content accuracy

Discontinued products, outdated claims and old vendor details removed site-wide.

Search measurement

Google Search Console verified, sitemap submitted and priority pages sent for indexing.

PRODUCT LANDING PAGES

One page for every search a buyer makes

Each product page follows the same five-part structure, built to rank for one product search and turn that visit into a quote request.

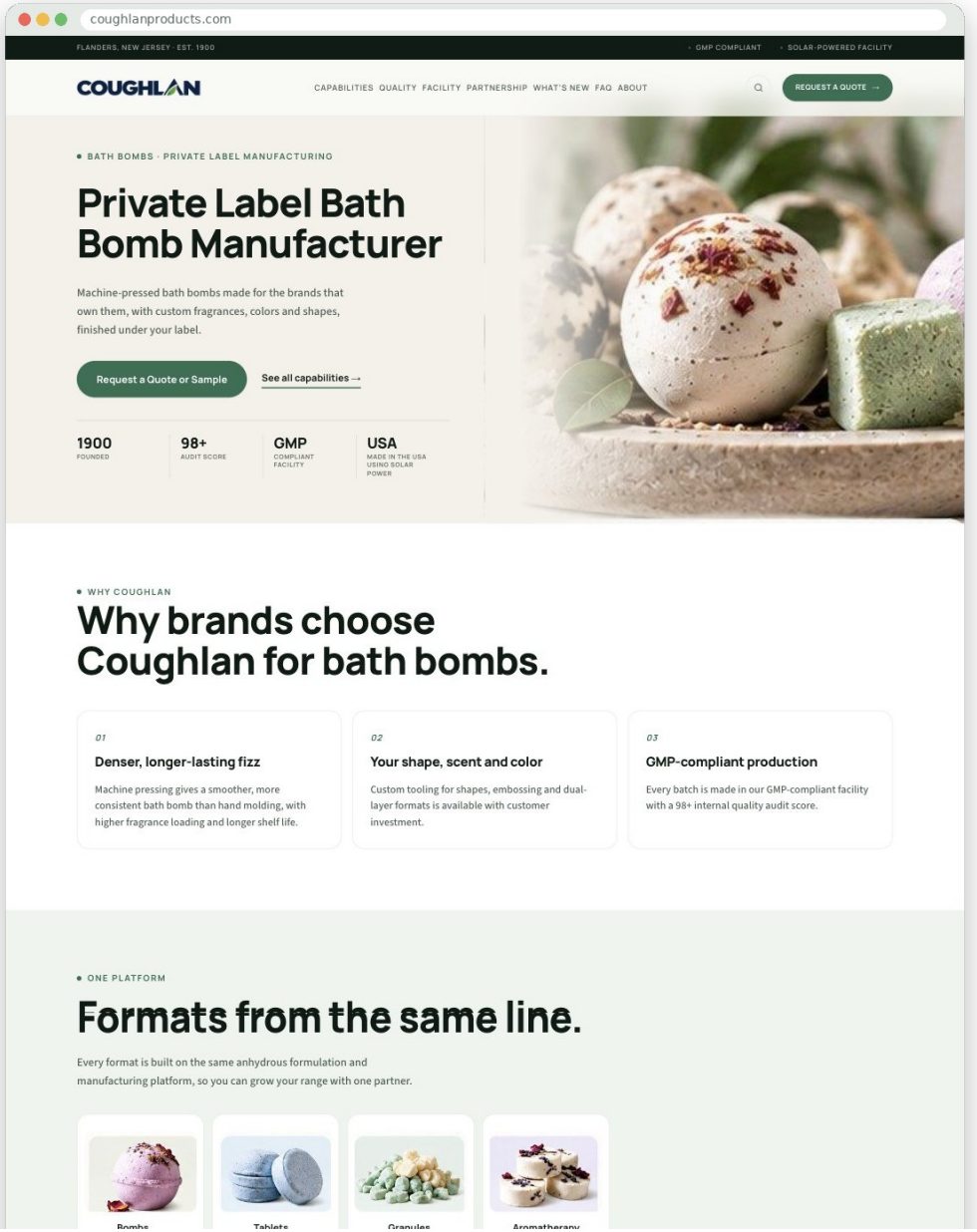
1. **Keyword-led headline**
   e.g. “Private Label Bath Bomb Manufacturer”, with proof stats.

2. **Three reasons to choose Coughlan**
   Short, scannable differentiators.

3. **Related formats**
   Links across the product range to keep buyers exploring.

4. **FAQ with structured data**
   Eligible for Google’s rich results.

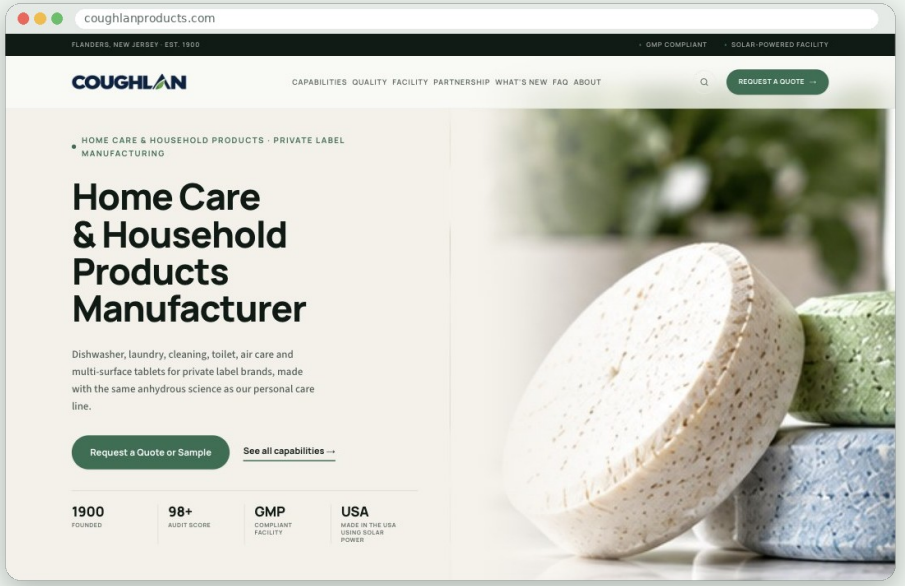
5. **One clear call to action**
   Request a quote or sample.



15 PAGES, ONE SYSTEM

Built to capture product searches on Google

Bath Bombs	**Shower Steamers**	**Home Care & Household**
Shower Tablets	Shampoo Bars	Body Wash Bars
Aromatherapy Tablets	Bath Powders	Powder Cleansers
Private Label Body Care	Skincare Contract Mfg.	Cosmetics Contract Mfg.
Skincare Product Dev.	Cosmetics Product Dev.	Waterless Beauty

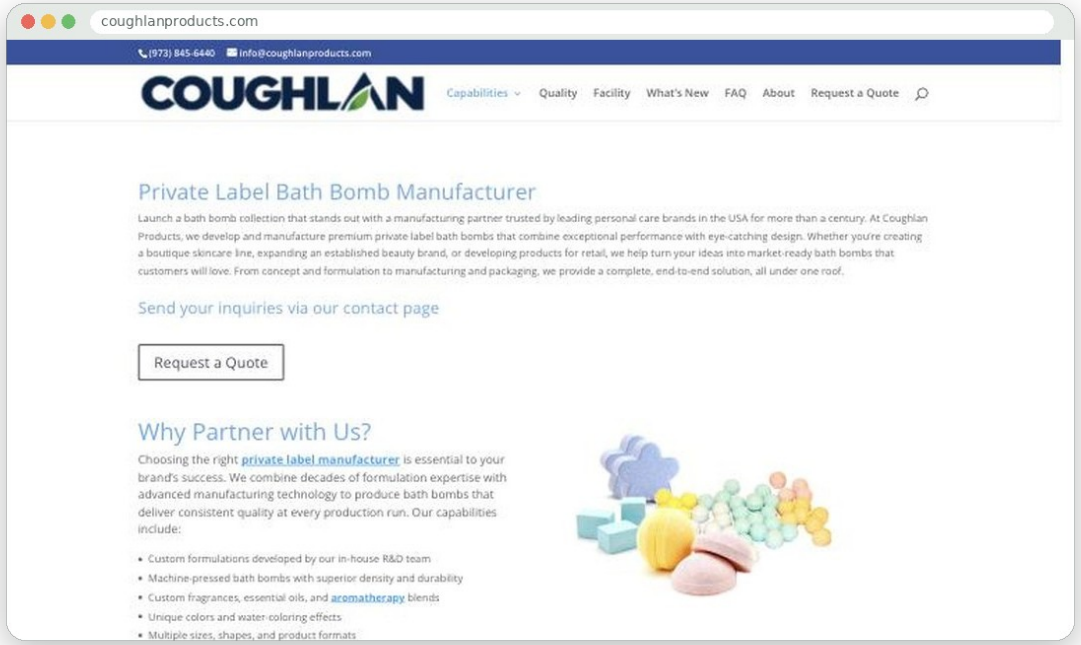


New: Shower Steamers and Home Care & Household Products had no page at all. They now target searches the old site could not rank for.

PRODUCT PAGE · BATH BOMBS

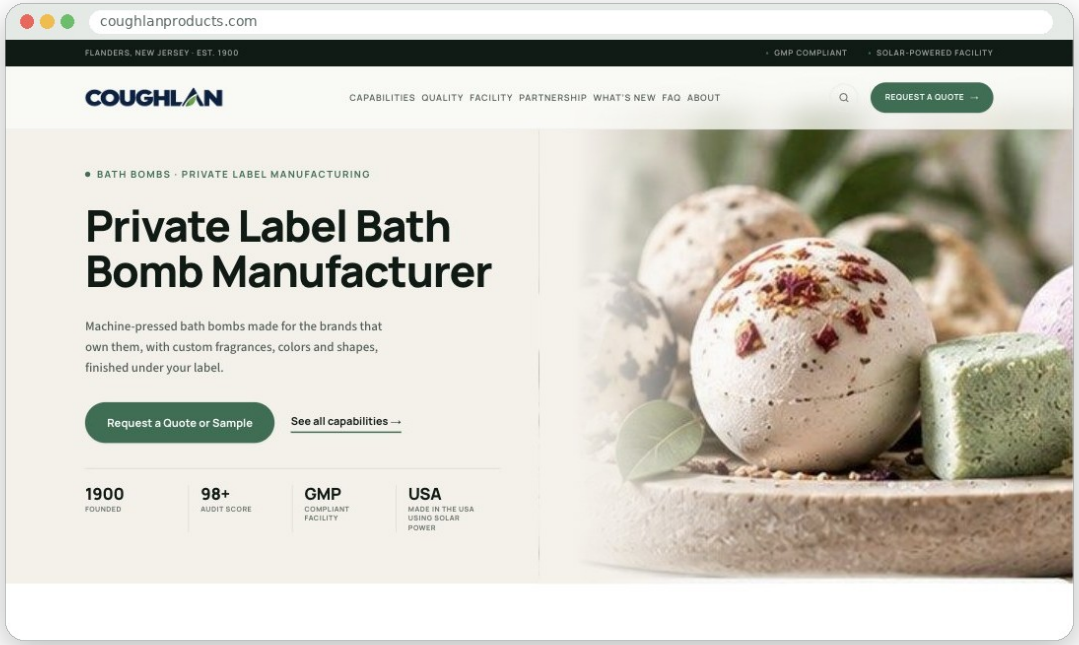
Product pages rebuilt to match the new brand

BEFORE



Old theme, long text and an off-brand look.

AFTER



Same address and keywords, now in the new design with a clear path to a quote.

SEO OPTIMIZATION

Technical and on-page SEO, done properly

68%

lighter homepage code

427 KB to 137 KB

15

pages with schema markup

Service and FAQ structured data

30+

images given alt text

Visible to Google Images

10

thin or duplicate pages

Removed from Google's index

- Keyword-targeted page titles and meta descriptions
- Keyword-led H1 headings, e.g. "Bath Bomb, Tablet & Home Care Contract Manufacturing"
- Cleaner web addresses, e.g. /tablets-bath became /bath-bombs
- Caching, minified code and lazy-loaded images for speed
- XML sitemap cleaned and submitted to Google
- Internal links between related product pages

LEGACY MIGRATION

Old search traffic now lands on the new site

Google and old bookmarks were still sending buyers to outdated pages. We mapped 20 legacy URLs to their closest current page with permanent (301) redirects, so existing rankings carry over.

Contact Us · Inquiries · Request Info · Careers	→	**Homepage contact & quote form**
Corporate Profile	→	**About section**
Capabilities · R&D · legacy product pages	→	**Capabilities section**
/tablets-bath	→	**/bath-bombs**
Discontinued product pages	→	**Current product range**

MEASURED FROM DAY ONE

Set up to prove results

- Google Search Console verified for the client's own account
- Updated sitemap submitted
- Priority pages sent to Google for indexing: Bath Bombs, Shower Steamers, Home Care
- Baseline recorded to track clicks and quote requests page by page

BASELINE AT LAUNCH

193

Google search clicks in the 3 months before launch

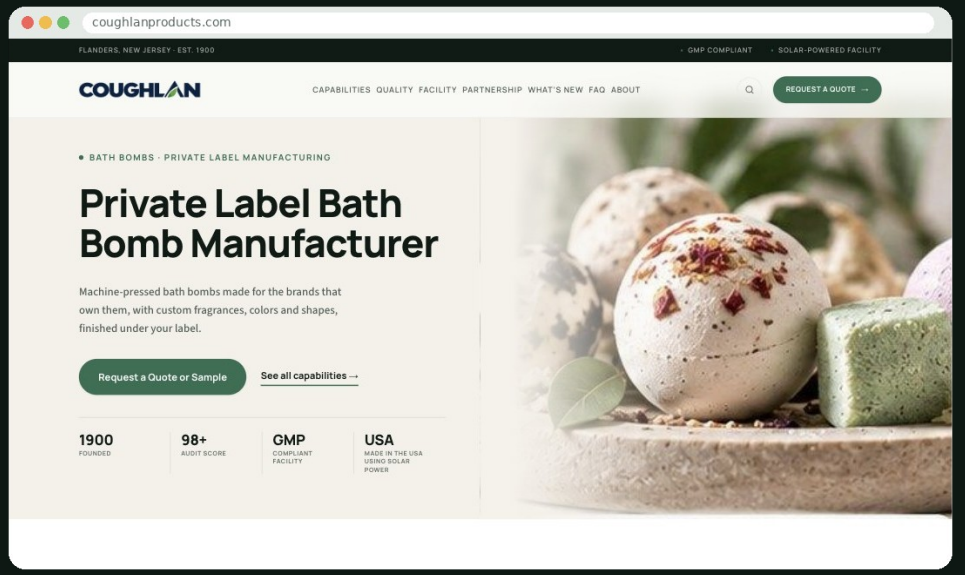
15

product pages now tracked individually

Next: compare clicks, rankings and quote requests per page against this baseline at 30, 60 and 90 days.

CLARAXIS GROUP

Is your website working as hard as your business?



We redesign websites, build search-focused product pages, migrate legacy sites without losing traffic, and set up the measurement to prove it.

Let's talk about your website.

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