

WAYRANKPRO CASE STUDY

Argus HD: Corporate Video Production

Website Design, Build, Search Engine Optimisation and Google Business Profile Optimisation

Client	Argus HD: argushd.com
Industry	Corporate and commercial video production, event AV, livestreaming
Markets	San Francisco (HQ), New York, Los Angeles, Las Vegas
Engagement	Website design, build and development, SEO strategy and implementation, GMB optimisation
Delivered by	WayRankPro

Overview

Argus HD is a San Francisco-based corporate and commercial video production company serving high-stakes clients across technology, professional sports, venture capital, and Fortune 100 organisations. Their work covers executive broadcasts, conference AV, hybrid and virtual events, green-screen studio production, and livestreaming for venues such as Moscone Centre, Salesforce Tower, and the Palace of Fine Arts.

Argus HD needed a website that matched the calibre of the brands they work with, and a search presence strong enough to win competitive, high-value enquiries in San Francisco and other major US markets. WayRankPro was engaged to design and build a new website and to run an ongoing SEO programme around it, complemented by Google Business Profile optimisation across their multi-location presence.

The Challenge

Argus HD operates in a crowded market where most competitors look broadly similar and where buyers are senior decision-makers commissioning expensive, mission-critical productions. The brief came down to a few clear problems:

- The previous web presence did not reflect the premium, enterprise-grade nature of the work or the strength of the client roster.
- Service and location coverage was fragmented, making it hard for both users and search engines to understand the full scope of offerings across multiple cities.
- Organic visibility for commercially valuable terms such as 'video production San Francisco' and related AV and event keywords was limited.
- Technical foundations including site speed, structured data, crawlability, and on-page optimisation needed to be built to a standard that could compete for page-one rankings.
- Google Business Profile was under-utilised across multiple locations, missing opportunities for local search visibility and lead capture.

Our Solution

1. Website Design and Build

WayRankPro designed and developed a new, conversion-focused website on WordPress, engineered to present Argus HD as the trusted production partner for enterprise events. The build paired a confident, broadcast-inspired visual identity with a clear commercial structure.

Design and UX Highlights

- A bold, premium visual language with cinematic hero video, a striking red-on-dark accent system, and a 'master control' client roster section that signals broadcast credibility.
- Trust-building social proof woven throughout: recognisable client logos, testimonials, milestone stats, and linked case studies (Google I/O, Golden State Warriors, Concert for America, and more).
- A logical service architecture covering event AV, video production, hybrid and virtual events, green-screen studio, and interview and sizzle content.
- Dedicated, individually optimised location pages for San Francisco, New York, Los Angeles, and Las Vegas to capture demand city by city.
- Clear conversion paths on every template including prominent calls to action, contact details, a downloadable capabilities portfolio, and a booking link for scoping calls.
- Fast, responsive front-end with WP Rocket performance optimisation for strong Core Web Vitals.

2. Search Engine Optimisation Strategy

Alongside the build, WayRankPro implemented a structured SEO programme spanning technical, on-page, content, and local search, designed so the site was optimised from launch rather than retrofitted afterwards.

Technical SEO

- Clean, crawlable URL and navigation structure mapping every service and location.
- Performance optimisation including caching, image handling, and script delivery for faster load times.
- Structured data and schema implementation including VideoObject markup appropriate to a video production brand, plus Organisation and LocalBusiness schema.
- Correct indexation controls, canonical setup, and metadata across all key templates.

On-Page and Content SEO

- Keyword-targeted page titles, meta descriptions, and headings built around primary terms like 'Video Production San Francisco' and city-level variants.
- Homepage and service-page copy rewritten to align search intent with Argus HD's premium, enterprise positioning.
- An ongoing blog and insights programme including industry guides and event production topics to build topical authority and capture informational search demand.
- Internal linking that connects services, locations, case studies, and blog content into a coherent SEO structure.

Local and Off-Page SEO

- Multi-location optimisation targeting San Francisco and additional US metros, reinforced with venue and neighbourhood-level signals (SoMa, FiDi, Moscone, and similar).
- Consistent NAP and location data across the New York and San Francisco offices.
- Ongoing authority building to strengthen rankings for competitive commercial terms.

3. Google Business Profile Optimisation and Management

WayRankPro optimised Argus HD's Google Business Profile across all service locations to maximise local visibility and lead generation.

- Complete profile audit and overhaul for San Francisco, New York, Los Angeles, and Las Vegas with updated business descriptions, service area coverage, and service categories.
- High-quality imagery: professional photographs of event setups, production facilities, client installations, and team members to build visual credibility.
- Regular posts and updates: monthly GMB posts highlighting new projects, event success stories, service updates, and company milestones to maintain profile freshness.
- Review management: structured process for capturing client reviews and responding professionally to strengthen local authority and signal quality to Google.
- Q and A monitoring and proactive responses addressing common buyer questions about capabilities, service areas, and project requirements.

Results

The combined website rebuild, SEO programme, and GMB optimisation repositioned Argus HD as a premium, search-visible brand and gave the team a platform built to convert high-value enquiries.

4	20+	8+	1000+
US markets covered	Enterprise clients showcased	Core service lines structured	Client projects as social proof

Outcomes Delivered

- A premium, broadcast-grade website that finally matches the quality of Argus HD's Fortune 100 client base.
- A scalable service-and-location architecture positioned to compete for page-one rankings in San Francisco and beyond.
- A technically sound, fast, schema-rich foundation that supports sustained organic growth.
- Stronger conversion infrastructure including clear CTAs, capabilities portfolio, and scoping-call booking.
- Optimised Google Business Profile across four US markets with regular updates, positive reviews, and strong local search signals driving consistent enquiries.

Note: Specific ranking, traffic, and lead-volume figures can be populated from the live Search Console and analytics data for the relevant reporting period.

Scope at a Glance

Workstream	What WayRankPro Delivered
Website Design	Premium brand-aligned design, cinematic hero, client roster section, social proof system

Website Build	Responsive WordPress build, performance optimisation, conversion-focused templates
Information Architecture	Service and multi-city location structure, clear navigation, strong internal linking
Technical SEO	Crawlability, speed, schema and VideoObject, Search Console fixes, indexation and canonicals
On-Page SEO	Keyword-targeted metadata, heading hierarchy, service and home copy rewrite
Content SEO	Blog and insights programme, topical authority building, internal linking strategy
Local SEO	Multi-location targeting, venue and neighbourhood signals, NAP consistency, authority building
Google Business Profile	Profile optimisation across four locations, high-quality imagery, regular posts, review management, Q and A responses
Conversion Optimisation	CTAs, capabilities portfolio, case study engagement, booking and contact flows

Why It Worked

By approaching the website redesign, SEO programme, and GBP optimisation as an integrated engagement, designing for user needs and search demand simultaneously, WayRankPro ensured Argus HD launched with a foundation optimised from day one. The new site is visually professional, technically sound, and structurally designed to win competitive search visibility across every US market Argus HD serves. Clear service categories, location focus, project portfolio, and optimised local search presence amplify buyer confidence whilst driving consistent lead generation across San Francisco, New York, Los Angeles, and Las Vegas.

Want results like these for your business?

WayRankPro designs high-performing websites and runs SEO that ranks. Let's talk about your project.