

WAYRANKPRO CASE STUDY

CMG Visuals: Corporate LED Video Walls and Displays

Search Engine Optimisation and Google Business Profile Optimisation

Client	CMG Visuals: cmgvisuals.com
Industry	Digital displays, LED video walls, corporate AV, live event production
Markets	Dallas (HQ), Austin, Houston, Texas region
Engagement	SEO strategy and implementation, GMB optimisation and ongoing management
Delivered by	WayRankPro

Overview

CMG Visuals is a Dallas-based digital display and LED video wall specialist serving corporate clients, retail environments, and live event producers across Texas. Their work spans high-impact installation projects ranging from conference-room displays and retail digital signage to large-scale outdoor LED installations for major events and brand activations. CMG serves enterprise brands across retail, hospitality, sports, and technology sectors.

CMG Visuals needed strong organic search visibility across the Dallas metro and Texas markets to capture high-value commercial leads and position themselves above regional competitors. Additionally, their Google Business Profile required optimisation to drive consistent local enquiries. WayRankPro was engaged to implement a comprehensive SEO strategy and optimise the Google Business Profile across their service areas.

The Challenge

The digital display market is competitive, but CMG faced specific challenges preventing them from capturing high-value, high-intent enquiries across their service territory:

- Search visibility for commercial keywords like 'LED video walls Dallas', 'digital displays Austin', and 'commercial AV installation' was minimal, limiting organic traffic from ready-to-buy decision makers.
- Service categories and market coverage were not structured for search engines, making it difficult to rank for both broad commercial terms and city-level variants.
- Google Business Profile was under-optimised, inconsistent across service areas, and not generating strong local search signals or driving location-based enquiries.
- Technical foundation: page speed, mobile usability, schema markup, and crawlability lacked the strength needed for competitive B2B rankings.
- No structured content strategy or topical authority to capture informational search demand or establish expertise in the buyer journey.

Our Solution

1. Technical SEO Foundation

WayRankPro conducted a comprehensive technical SEO audit and implemented fixes to establish a crawlable, fast, and search-engine-friendly foundation.

- Site audit and crawl analysis to identify indexation issues, duplicate content, broken links, and structural problems.
- Performance optimisation: image compression, caching configuration, script delivery optimisation, and lazy-loading to improve Core Web Vitals and page load times.
- Structured data implementation covering Organisation, LocalBusiness, Product, and ImageObject schema to enhance search result visibility.
- Mobile usability audit and optimisation ensuring responsive design and fast mobile load times for SEO and user experience.
- Correct indexation controls, canonical configuration, and XML sitemap management for all service and location variations.

2. On-Page Optimisation and Keyword Strategy

WayRankPro developed a keyword strategy targeting high-intent commercial search terms and optimised on-page elements to align with buyer intent.

- Comprehensive keyword research identifying high-value commercial terms: 'LED video walls Dallas', 'digital displays Texas', 'commercial AV installation', 'event AV rental', and location-level variants for Austin, Houston, and surrounding areas.
- Page-level optimisation: keyword-targeted titles, meta descriptions, and heading structures built around commercial intent and buyer decision-making keywords.
- Service page copy rewritten to address buyer pain points, emphasise CMG's technical expertise and reliability, and include case studies and project examples.
- Internal linking strategy connecting service pages, locations, and blog content into a cohesive topical structure that distributes link equity and guides crawlers.
- Alt text and image optimisation for visual content to improve accessibility and capture image search traffic.

3. Content SEO and Topical Authority

WayRankPro implemented a content strategy to build topical authority, capture informational search demand, and establish CMG as a thought leader in corporate AV solutions.

- Blog strategy targeting informational and commercial keywords: 'How to Choose a Digital Display Vendor', 'LED Technology Trends 2024', 'ROI of Corporate Digital Signage', 'Event AV Trends', and industry-specific guides.
- Content cluster development organising related blog posts, service pages, and landing pages around core topic pillars to demonstrate topical depth.
- Buyer journey content addressing awareness, consideration, and decision stages, from problem-awareness blog posts to service comparison guides.
- SEO-optimised FAQ sections and resource guides to capture long-tail queries and position CMG as the go-to resource in the digital display category.

4. Local and Multi-Location SEO

WayRankPro optimised CMG's presence across multiple Texas markets, ensuring consistent local signals and location-specific visibility.

- Dedicated location landing pages for Dallas, Austin, Houston, and surrounding areas with localised content, neighbourhood-level signals, and area-specific case studies.
- NAP (Name, Address, Phone) consistency audit and correction across all web properties, directories, and citations.
- Citation building and directory optimisation in Google My Business, Yelp, Apple Maps, Mapquest, and industry-specific B2B directories.
- Local backlink building targeting regional business directories, local news outlets, chamber of commerce listings, and partner websites.
- Venue and landmark-level optimisation capturing specific locations: Moscone Centre, Salesforce Tower, Kay Bailey Hutchinson Convention Centre, and regional event venues.

5. Google Business Profile Optimisation and Management

WayRankPro took complete ownership of CMG's Google Business Profile, maximising local visibility, engagement, and lead conversion.

- Complete profile audit and overhaul: updated business description, service area coverage, business categories, and service keywords to align with search intent.
- High-quality imagery: professional photography of LED installations, office and warehouse, team members, and equipment to build visual credibility and drive engagement.
- Regular posts and updates: weekly and monthly GMB posts highlighting new projects, service expansions, promotional offers, seasonal updates, and company milestones to maintain profile freshness.
- Review management system: process for capturing client reviews, responding professionally to all feedback, and leveraging reviews as social proof to improve local rankings.
- Q and A monitoring: proactive responses to common buyer questions about capabilities, pricing, service areas, and project timelines.
- Attributes and service tags: complete all available business attributes, service options, and local service ads (LSA) configuration for maximum visibility.

6. Authority Building and Backlink Strategy

WayRankPro developed a link-building strategy to improve domain authority and support rankings for competitive B2B commercial terms.

- Industry publication and media outreach securing backlinks from technology, retail, and event industry publications.
- Partnership and vendor links from complementary AV, event, and corporate service providers.
- Guest posting strategy placing CMG's expertise in relevant B2B publications and industry blogs.
- Local and regional business listings, awards, and association memberships to strengthen domain and local authority.

Results

The integrated SEO and GBP optimisation programme positioned CMG Visuals as a visible, credible, and easily discoverable choice for AV buyers across Texas. Improved search rankings, local visibility, and lead capture have driven consistent qualified enquiries and strengthened CMG's competitive position in the digital display market.

3	50+	8+	6
Service areas targeted	B2B service categories	Core topic pillars built	Months of SEO engagement

Outcomes Delivered

- Improved organic search visibility for high-intent commercial keywords across Dallas, Austin, Houston, and Texas markets.
- Multi-location SEO structure positioning CMG to compete for page-one rankings in each service area.
- Strong technical foundation with fast load times, mobile optimisation, and comprehensive schema markup supporting sustained organic growth.
- Topical authority in corporate AV and digital display space through consistent, strategic content.
- Optimised Google Business Profile with regular updates, positive reviews, and strong local search signals driving consistent lead generation.
- Measurable increase in qualified, local enquiries from buyers actively seeking AV and display solutions.

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
Technical SEO	Site audit, performance optimisation, schema markup, mobile usability, crawlability, indexation and canonicals
Keyword Research	Commercial intent keyword mapping, location-level variants, buyer journey keywords
On-Page SEO	Title and meta optimisation, heading hierarchy, service copy rewrite, internal linking, alt text
Content SEO	Blog strategy, content clusters, buyer journey mapping, FAQ optimisation, resource guides
Local SEO	Location pages, NAP consistency, citation building, local backlinks, venue optimisation
Google Business Profile	Profile optimisation, high-quality imagery, regular posts, review management, Q and A responses, attributes setup
Authority Building	Industry publication outreach, partnership links, guest posting, local business listings and awards

Why It Worked

By treating SEO and GBP optimisation as an integrated system rather than isolated tactics, WayRankPro ensured CMG Visuals was visible across the entire buyer journey. This ranged from awareness through consideration to final decision-making. The combination of strong technical foundations, strategic content, multi-location local SEO, and an actively managed Google Business Profile created multiple touchpoints for qualified buyers across Texas. Consistent messaging, regular GBP updates, positive reviews, and authoritative search rankings positioned CMG as the trusted, discoverable choice for corporate AV and digital display solutions.

Want results like these for your business?

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