



# CASE STUDY

## LONG PAINTING COMPANY

### BUILDING A SCALABLE DIGITAL FOUNDATION FOR LONG-TERM GROWTH

Commercial Painting | Pacific Northwest | Website + SEO Strategy

#### OVERVIEW

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Long Painting Company is a Pacific Northwest-based commercial and industrial painting company known for precision, reliability, and long-term asset protection. As the company expanded its services and client base, leadership recognized the need for a digital presence that matched the scale, professionalism, and technical expertise of the organization. They partnered with Just By Design to modernize their digital foundation and support continued growth.

#### BACKGROUND

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Long Painting Company has built its reputation on quality craftsmanship, safety, and long-term maintenance solutions for complex commercial environments. However, their existing website and digital structure no longer reflected the full scope of their capabilities. Services were difficult to navigate, messaging lacked clarity, and the site was not positioned to support SEO or future expansion. Growth was happening, but the digital experience told an incomplete story.

## THE CHALLENGE

- An outdated website that undersold expertise
- Complex services that were hard to navigate
- Limited SEO structure for long-term visibility
- A need to communicate both scale and specialization
- Preparing the brand for future growth without rework



From day one, Just By Design understood our vision and turned it into reality. They were collaborative, ensuring every part of our site's design and functionality worked perfectly.

### **Client Focused Approach:**

Just By Design took the time to understand our business needs and tailored their services accordingly. Their support has been incredible even after the website launched.

*R. Buck, Long Painting Company*



## THE STRATEGY

Just By Design developed a strategy-led digital roadmap focused on:

- Clarifying service categories and messaging
- Structuring content for both users and search engines
- Designing a site that felt professional, credible, and modern
- Creating a foundation that could scale with new services

The goal was not just a redesign, but a reset.

## IMPLEMENTATION

- Strategic discovery and content planning
- Website redesign with improved navigation
- SEO-driven page structure and messaging
- Clear differentiation between services and industries served
- A launch plan focused on stability and long-term performance

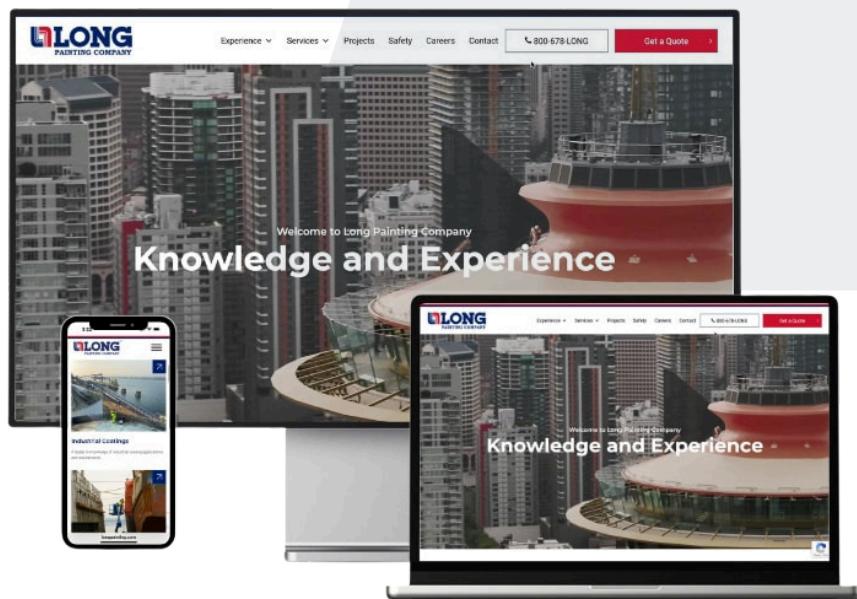


## RESULTS & IMPACT

Long Painting Company now has a digital presence that reflects its expertise, supports discoverability, and provides a scalable foundation for future growth. The website delivers clarity for prospective clients and confidence for internal teams.



The website now functions as a strategic asset, not a static brochure.



## RELATED SERVICES

Website Design | SEO & Content Strategy | Digital Architecture & Structure

A digital presence that reflects the quality, scale, and professionalism of the Long Painting Company brand. The website now functions as a strategic foundation, giving the company a clearer, more confident path forward as it continues to grow.

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WITH JUST BY DESIGN**

**Just by  
Design**