



## Local Civil Engineering and Surveying Firm Launches New Website

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Pickett, Ray & Silver, a civil engineering and surveying company in St. Peters, Missouri, is proud to announce the launch of their newly designed website. The purpose of the redesign was to help in their organic search engine optimization and to enhance the look and feel of the website.

The company's previous website was not optimized to generate leads. Most of Pickett, Ray & Silver's business came from referrals from other clients. While that kept them busy enough, they were ready to move forward to generate more growth by producing online leads through the website.

The new website was designed and developed by Changescape Web, an online marketing agency in St. Charles, Missouri.

Word of mouth and referrals are great for getting new and repeat business. However, today, it's increasingly important to get found online. That's why the keyword content on a website is necessary.

A well designed, attractive website is great, but if no one ever sees it, it doesn't benefit the company much. Baking keywords and keyword phrases into the website content can help Google and other search engines push the company higher in the search results.

Search engines have one priority, which is to give customers the best and most useful results to their search queries. The search engine algorithms are very complex and change continuously, so what works today may not work in a couple of months.

An optimized website should accomplish three primary goals:

Improve search engine rankings. Getting on the first page of search results--or better yet, the top three--is the most important goal of SEO. Most consumers won't go to the next page of results when deciding on a company to hire.

Provide a better user experience. The website should be attractive and well designed. All information should be well organized and easy to find. Relevant and interesting content, like blogs and articles, can keep them engaged. Most people are visual, so including videos and photos can help as well. The point is to keep them on the website as long as possible. Ease of navigation and making the site mobile-friendly are critical components too.

Generate leads. Some websites make the mistake of not including a call to action. These are key to closing a sale. The site must provide ample opportunities to opt-in for your product or service or request more information. Capture their contact information so that further communication is possible. This can be done by offering free estimates, sending users to the contact page, or offering a free download of interest.

Pickett, Ray & Silver has been around for over 50 years, serving the communities of St. Charles and St. Louis counties, as well as other surrounding counties in Missouri, Kansas, and Illinois. Julie Bartch is the Chief Executive Officer and the company is certified as a Woman-Owned Small Business.

The firm specializes in civil engineering and land surveying and planning, working with major construction companies. They use technology-driven solutions, like drones, to attain the most precise results.

After many years, Julie took the step to have the website redesigned, and she and her staff are pleased with the results. She hopes all visitors enjoy the new look, stating, "Welcome to our new website. Please enjoy our many projects shared here."

Changescape Web is an online marketing company based in St. Charles, Missouri, a suburb of St. Louis. They help small businesses create and implement a marketing strategy to grow their business. They specialize in web design and development, search engine optimization, lead generation, and social media presence.

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For more information about Pickett Ray & Silver, contact the company here: Pickett Ray & Silver  
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### **Pickett Ray & Silver**

*Pickett, Ray & Silver, Inc. has been providing quality engineering and surveying services since 1969. Our clients include local and national private firms, international manufacturing firms and local governmental entities.*

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