



Digital  
Marketing

## OC Flooring

INDUSTRY

Retail

COUNTRY

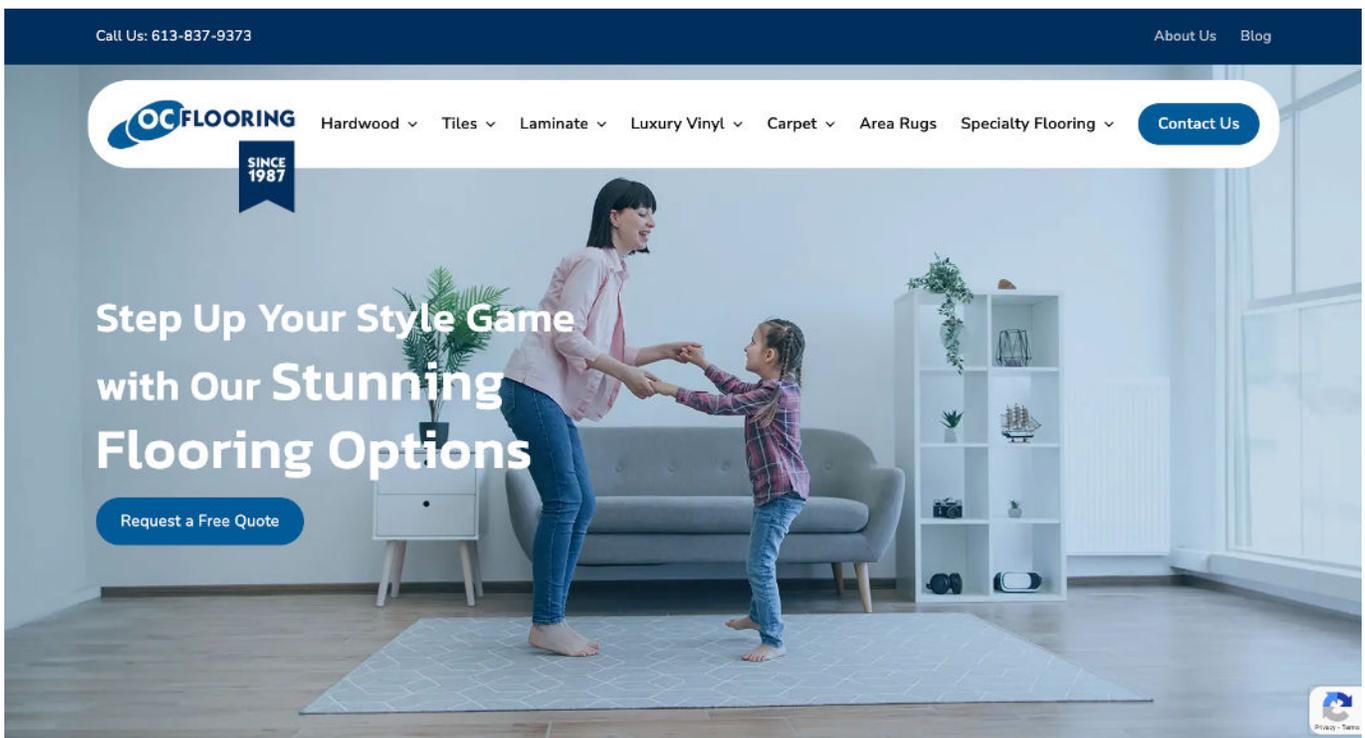
Canada

LANGUAGE

English | French

WSI CONSULTANT

Mark Jamieson



## WSI Service

- 01 Website Design and Development
- 02 Landing Page
- 03 PPC
- 04 SEO
- 05 Adaptive SEO
- 06 Video Marketing
- 07 Persona Development
- 08 Business Strategy Services

## Company Background

OC Flooring is the result of a strategic rebrand and merger between two long-standing, trusted names in Ottawa's flooring industry, Orleans Carpet and Eagleson Flooring. With over 30 years of combined experience, the newly unified brand specializes in both residential and commercial flooring solutions. OC Flooring offers a wide range of products, including hardwood, luxury vinyl, tile, laminate, carpet, cork, and eco-friendly options. They also provide expert installation, maintenance advice, and personalized service from experienced flooring consultants at both their Orleans and Kanata showrooms.

## Audience & Mission

**Audience:** OC Flooring’s website is designed to serve homeowners, property managers, interior designers, and renovation contractors across Ottawa, including the neighbourhoods of Orleans, Kanata, and surrounding areas. The audience ranges from first-time buyers looking for budget-friendly flooring to experienced professionals seeking high-performance, durable products.

**Mission:** The mission of the OC Flooring website is to simplify the flooring selection process, educate users on available options, and drive foot traffic to their physical showrooms. The site aims to build trust through clear product information, style galleries, expert advice, and easy-to-use navigation, reflecting OC Flooring’s core values of quality, service, and local expertise. It also plays a central role in supporting the company's rebranding efforts by unifying their digital presence under a refreshed and professional visual identity.

# The Objective

OC Flooring engaged WSI at a crucial turning point, the decision to merge Orleans Carpet and Eagleson Flooring into one cohesive, future-ready brand. While both businesses had decades of trust and recognition in their respective markets, their identities and online presence were disconnected, outdated, and no longer aligned with the company's evolving direction.

## The primary challenges included:

- **Brand Fragmentation:** Customers were unclear whether the companies were linked, and inconsistent branding across platforms led to confusion and diminished market impact.
- **Digital Obsolescence:** Their old websites were not mobile-friendly, lacked SEO structure, and offered limited conversion paths for users.

WSI was hired to lead the entire rebranding process, from brand identity development (including logo, messaging, and voice) to the design and launch of a new website that would serve as the digital face of OC Flooring.

## Our objectives were to:

- Consolidate both legacy businesses under the new OC Flooring name
- Create a modern, professional visual identity that reflected the brand's values
- Build a fast, responsive website optimized for search, mobile, and conversions
- Clearly showcase product offerings and service areas (Ottawa, Orleans, Kanata)
- Position OC Flooring for scalable digital marketing, including SEO and PPC

The project represented not just a new website but a new chapter for a respected local business ready to grow and thrive under one unified brand.

# WSI Solutions

WSI was brought in as a full-service partner to lead OC Flooring's brand transformation and digital relaunch. Our solution began with a comprehensive rebranding initiative, merging Orleans Carpet and Eagleson Flooring into a single, unified identity, OC Flooring. This included new brand messaging, logo development, visual language, and positioning that reflected the company's professionalism, product quality, and commitment to service.

Once the new brand was established, we developed and executed a digital marketing strategy centered around a fully redesigned, conversion-optimized website. The site was built to be;

- Mobile-first and fully responsive
- SEO-optimized with location-targeted content (Ottawa, Orleans, Kanata)
- Content-rich, featuring clear service categories, product education, and calls-to-action
- Equipped with lead generation tools, including quote forms and click-to-call features
- To support the site launch and drive measurable traffic and visibility, we implemented
- A local SEO strategy, including optimized service pages, GMB integration, and metadata enhancements
- A multi-phase paid social media campaign teasing and announcing the rebrand to existing and new audiences across Facebook and Instagram
- Ongoing content development aligned with high-intent keyword targets to boost organic performance

Our messaging focused on OC Flooring's legacy of trust, now made stronger through unification, a one-stop destination for quality flooring solutions, professional guidance, and exceptional service across Ottawa.

Together, these tactics helped position OC Flooring as a refreshed, recognizable, and authoritative brand in the local flooring market.

# The Results

The collaboration between WSI and OC Flooring delivered measurable success across both brand recognition and digital performance. By unifying two legacy companies under the OC Flooring brand and launching a high-performing website supported by SEO and paid advertising, we significantly elevated the client's visibility, engagement, and lead generation.

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## Rebrand Impact

Consumers now recognize OC Flooring as a single, trusted entity, as evidenced by over 132,000 video views on social media teaser campaigns and a surge in branded search queries like "OC Flooring Orleans" and "OC Flooring Kanata."

The rebrand generated positive public sentiment, with a flood of 5-star reviews post-launch reflecting increased customer satisfaction and trust.

## SEO Improvements

- Google Search Clicks: ↑ 5,951%
- Impressions: ↑ 8,947%
- New Backlinks: ↑ 140% with 137 new links
- Top Search Queries: Now include "OC Flooring," replacing older brand names

# The Results

## Website & Organic Growth (Jan 1, 2025 – Feb 20, 2026)

- Total Sessions: ↑ 2,427% to 19,935
- New Users: ↑ 2,430% to 15,129
- Event Count (Engagement): ↑ 2,038% to 110,728
- Key Events (Phone calls, form fills): ↑ 3,035% to 1,536
- Conversions (GA4 Tracked): ↑ 3,305%
- 852 phone calls
- 388 estimate requests
- 87 contact form leads
- 209 direct calls to the showroom phone number
- Engaged Sessions: ↑ 2,666% to 13,719

## Paid Search (Google Ads)

- Combined Campaign Conversions: 727 (Orleans + Kanata)
- Average CPC: \$2.53 - \$3.09
- Top-performing ad groups: "OC Flooring - Orleans" and "OC Hardwood - Orleans," with conversion rates over 10%
- Cost per Conversion: As low as \$26.41, demonstrating strong ROI

## Paid Social (Facebook & Instagram)

- Ad Clicks: ↑ 748% to 2,401
- Reach: 78,034 unique users
- Total Video Plays: 151,174
- Post Engagements: ↑ to 26,879
- Cost per Click: ↓40% to \$0.90
- Testimonial and Video Campaigns: Key drivers of engagement, strengthening both brand authority and trust

## Summary

WSI's end-to-end solution, from brand unification to digital execution, has repositioned OC Flooring as a modern, recognizable, and trusted brand in the Ottawa region. The rebrand created a new foundation for long-term growth, while the integrated digital marketing strategy delivered immediate and measurable ROI in both leads and visibility.

## “ Client Testimonial ”

WSI is an excellent company. Their team built our new website from scratch, and the results are fantastic. I highly recommend this company.

- Sylvain Brazeau, President. OC Flooring.

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