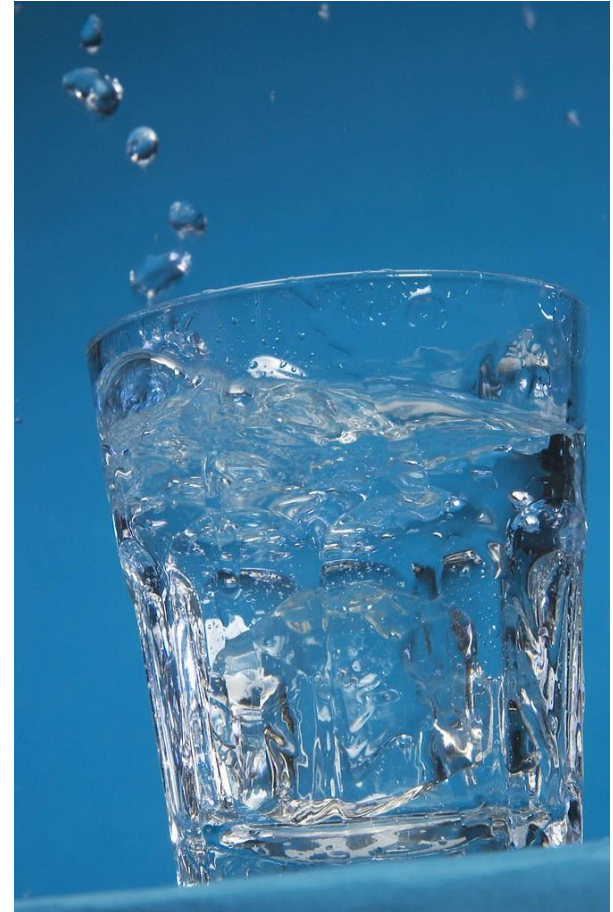




Better thinking. Better water.

Website Merger



About the Combination

We are excited to announce that in the United States and Canada, Culligan's Quench business will combine operations with Waterlogic USA & Canada. The combined business will create a leading provider of sustainable bottle-free drinking water solutions, serving more than 100,000 companies, including over 75% of the Fortune 500. Going forward, Waterlogic USA & Canada will operate under Culligan's Quench brand, so on behalf of all of us – welcome to the Quench family! Together, we are extremely excited about the benefits this combination will provide, including our enhanced product line and increased team size to better serve you.

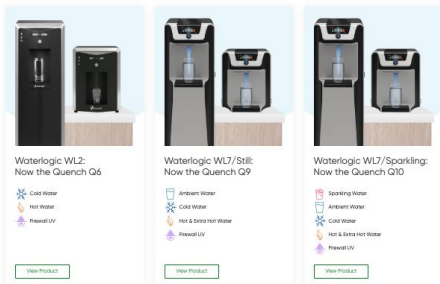
[Learn more about Culligan and Waterlogic's combination](#) →



Project Overview

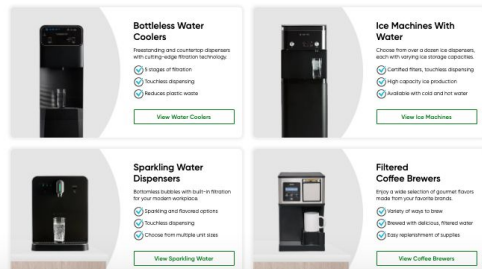
Waterlogic Products Reimagined As Quench Systems

Waterlogic's WL2, WL7 (still), and WL7 (sparkling) water coolers are now part of Quench's advanced product line. These 3 machines have been reimagined but they still offer the same great features you've come to know and love.



Explore Our Expanded Product Line

Quench and Waterlogic's combined business operations gives you access to an upgraded product line with more hydration solutions for you to choose from.



Quench USA acquired Waterlogic USA in November 2022. As the Content Marketing Manager of Quench USA, my mission was to merge two equally trafficked websites (~60K visitors/month each) into one website while optimizing sitewide search visibility and user experience. I led a team of SEO specialists, copywriters, UX designers, and web developers to complete the website merger.

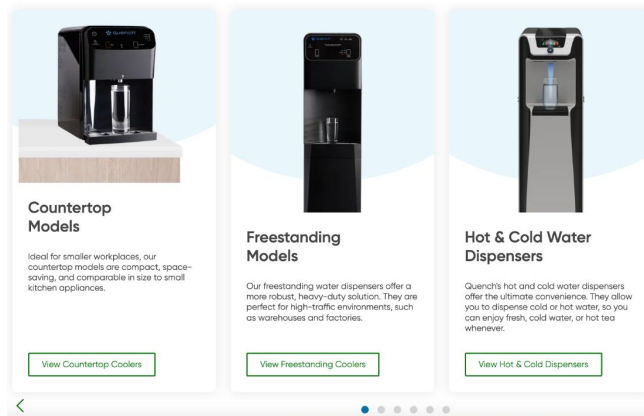
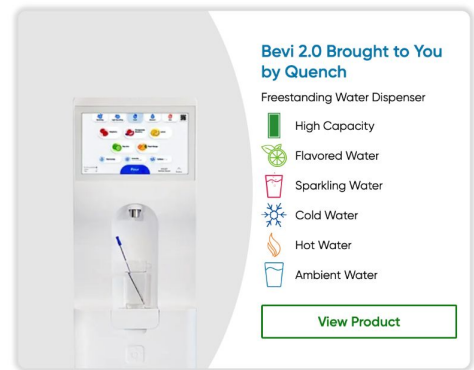
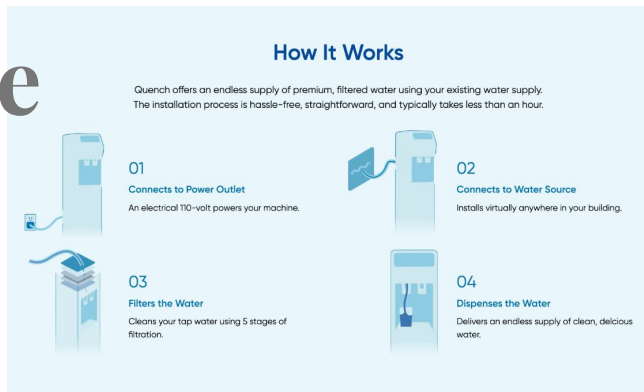
Search Engine Optimization

- Partnered closely with an SEO agency to complete an SEO audit of Waterlogic websites to identify content and keywords that Waterlogic was ranking high for but Quench was not.
- After content gaps were identified, I led a team of copywriters in filling in those content gaps by drafting 58 keyword-rich pages, which included copy for about us pages, product category pages and blog articles.



User Experience & Design

Led a team of UX designers to craft 4 new user-friendly templates we would use to implement over a dozen new pages on the site.

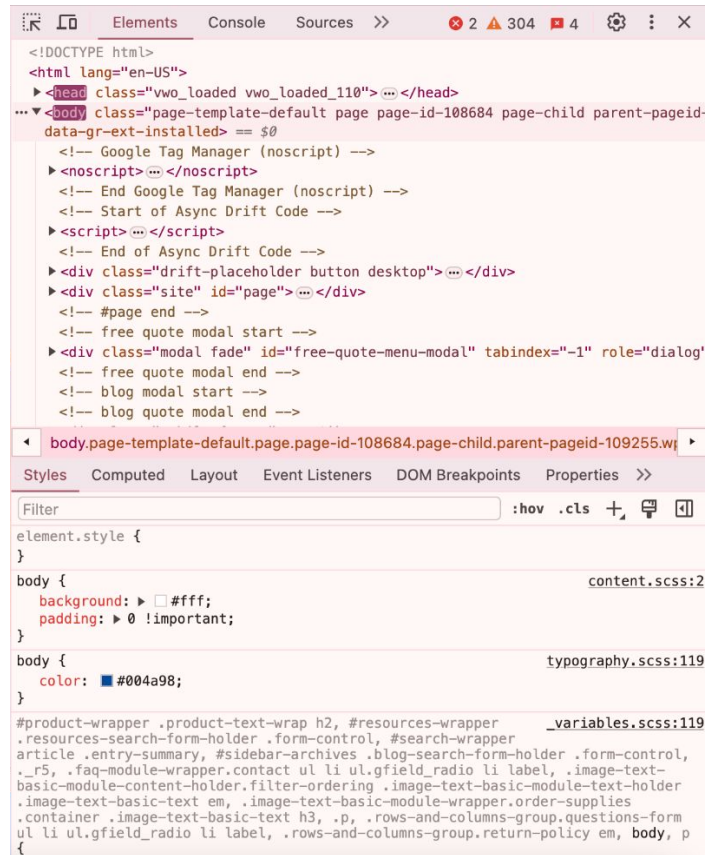


Compare Our Most Popular Workplace Water Cooler Models

	Quench G4 View Product	Quench G5 View Product	Quench G8 View Product	Quench G12 View Product
Touchless dispensing	✓	✗	✓	✓
Paddle dispensing	✗	✓	✗	✗
Countertop option	✗	✓	✗	✗
Available with reverse osmosis (RO) filtration	✓	✓	✓	✓
Hot & cold mineral-infused QuenchWater	✓	✓	✓	✓
Ambient water option	✗	✗	✗	✓
LED UV & antimicrobial surface protection	✓	✗	✓	✓
Best for small spaces	✓	✗	✗	✗
Best for medium spaces	✗	✓	✓	✗
Best for large spaces	✗	✗	✗	✓

Web Development

Acted as the project manager for implementing the development of all the net new pages required to complete the website merger. As a project manager of a development team, I oversaw the development of four new page templates and 58 net-new URLs, ensuring all the pages fulfilled optimal SEO, CRO, and user experience requirements..

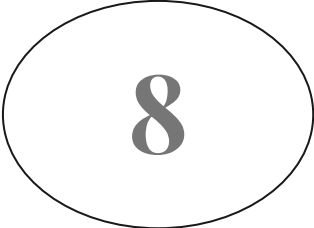


Information Technology



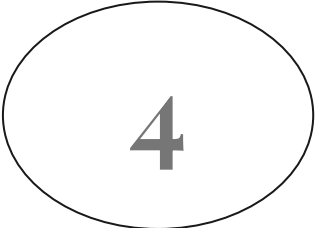
Partnered closely with Quench's IT department to move the Waterlogic domain under Quench's Azure domain registrar. Plus, created a detailed 301 redirect map, matching over 300 URLs under the Waterlogic domain to their most appropriate counterparts under the Quench domain. Oversaw the implementation of the redirect map to complete the total website redirect. Managed the website launch and migration and completed quality assurance testing of all net new pages on both mobile and desktop.

Published 58 Net New URLs Within 3 Months



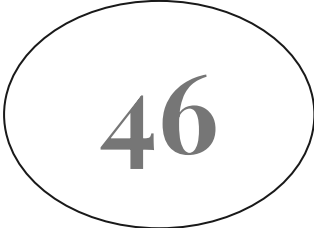
8

**Product
Category**



4

**Why
Quench Pages**



46

**SEO-Driven
Blogs**

Results

Following the website merger in Dec 2022, Organic Lead Gen ended 2023 at **111%** to goal and Organic Recurring Monthly Revenue ended the year at **117%** to goal.

Nov 2022 (pre website merger)

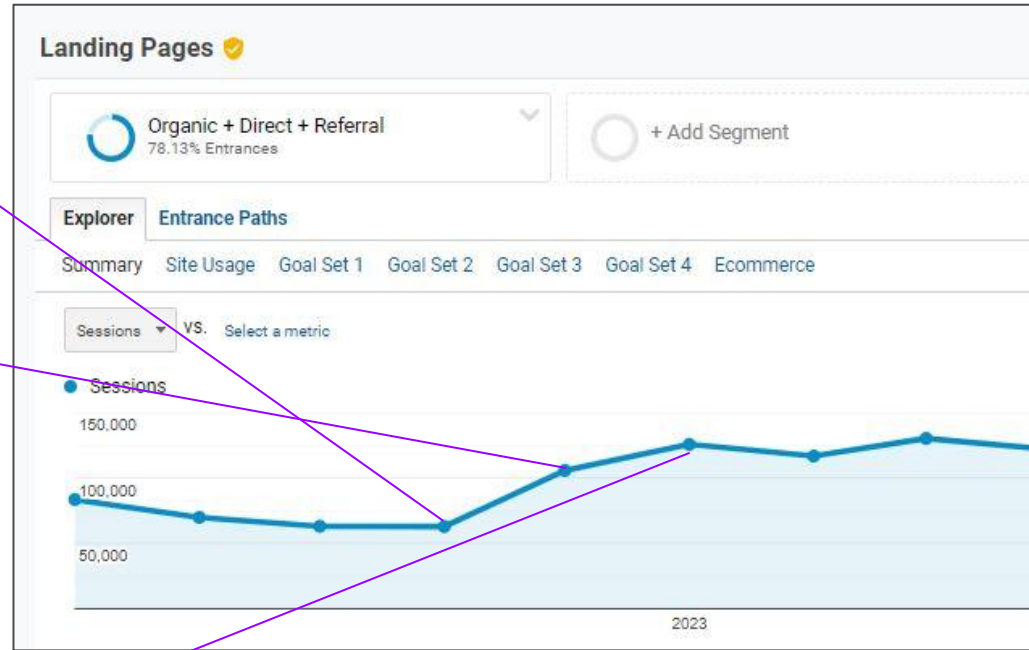
62,860 organic website sessions

Dec 2022 (one month post website merger)

105,647 organic website sessions

Jan 2023 (2 months post merger)

125,603 organic website sessions, which was a 100% increase from what it was just two months prior. What's more, we continued to see growth in website traffic in the months following the merger, proving the new content we added was optimized with helpful and keyword-rich content.



Organic Lead Gen Increased 75% from 2022 to 2023.



Goal Completions
Organic + Direct + Referral
75.19%
32,280 vs 18,426