PREFERRED ABRASIVES, INC.

Cazbah CASE STUDY

Value Over Price. Speed Over Friction.

How a 24-year, family-run abrasives manufacturer transformed its digital presence with Cazbah.

Preferred Abrasives strengthened its online presence with Cazbah to better support distributors, educate customers, and streamline same-day orders.

Who is Preferred Abrasives?

Preferred Abrasives is a 24-year, family-run abrasives converter based in Troy, Ohio. The company manufactures coated, non-woven, and cotton-fiber tools including flap discs, abrasive belts, and surface conditioning wheels. Their “value-over-price” philosophy ensures every product is engineered for performance, not treatedas a commodity.

The Challenge

Before partnering with Cazbah, Preferred Abrasives had a website that was SKU-heavy and difficult to navigate. Product listings were unclear, buyers were confused, and the company struggled to balance distributor support with direct sales.

Key Goals:

- Support distributors first while enabling direct orders in uncovered regions.
- Clearly explain which abrasive is right for each specific job.
- Simplify order handling with a reliable eCommerce system.
- Increase organic search visibility for targeted product terms.

Why Cazbah:

After replacing their old brochure-style website, Preferred Abrasives partnered with Cazbah to create a modern, results-driven digital platform. “I’m glad we’re with Cazbah. You’ve continued to add value,” says co-owner Tom Gulker. Ten renewals later, that partnership continues to thrive.

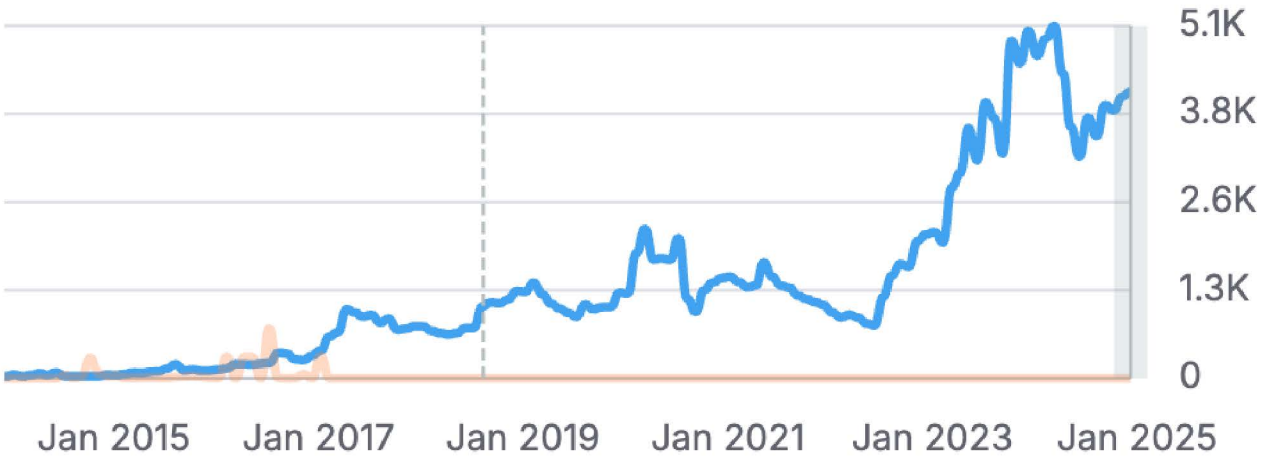
What Cazbah Delivered:

- Distributor-first Design: Created clear pathways for both distributors and end-users.
- SEO Optimization: Improved organic search traffic and reduced dependency on paid ads.
- WooCommerce Integration: Enabled fast and accurate order processing.
- Ongoing Support: Quick response times and proactive recommendations.

The Impact:

Cazbah transformed Preferred Abrasives’ website into a resource-rich hub for customers and distributors. Visitors can now find the right product, understand material compatibility, and order with confidence.

Organic Traffic Growth Graph



Preferred Abrasives’ organic visibility has grown by more than 2,000 keywords, generating over 4,000 visits per month from search traffic.

Measured Wins:

- Increased visibility on high-intent keywords.
- Simplified same-day order processing with WooCommerce.
- Faster purchasing decisions and a better user experience.
- A decade-long partnership built on consistency and measurable growth.

CUSTOMER QUOTE :

"Search engine optimization. You guys do a terrific job of that. We're improving the customer experience on every single page."

– Tom Gulker, Co-owner, Preferred Abrasives

Looking Ahead:

Preferred Abrasives continues to expand its online reach as the next generation takes leadership roles. With Cazbah's guidance, the company is focused on enhancing educational content, building SEO-driven product guides, and preparing for the future of AI-driven search.

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