Case studies · CareTrade International

How visibility becomes relevant enquiries.

Digital development & international collaboration

A clear digital gateway brings together personal support and a network of partners built over many years. A look at how the parts work together at CareTrade.

A practical project with my own operational involvement

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Company	CareTrade International
Project context	International sourcing
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Web development · Search engine optimisation · Enquiry processes · International collaboration

The project at a glance.

The website is the entry point. Clarifying requirements, finding suitable partners and agreeing next steps remain the team's personal work.

I am operationally involved and present my contribution in the context of that shared work.

My digital contribution

Concept, design, programming, multilingual orientation and the continued development of enquiry routes.

The team's contribution

Clarifying requirements personally, involving suitable producers and sellers, and agreeing on the next steps.

Publicly presented focus areas

Specialist vehicles, power supply, waste management and emergency supplies. Scope and availability are clarified for each project.

Good contacts need a clear way in.

An international network grows through collaboration, market knowledge and trust. The website makes this offering accessible to new visitors and guides them towards the right people.

At CareTrade, this means explaining services clearly, gathering requirements and supporting personal follow-up.

Three building blocks. A clear next step.

From the first overview to a specific enquiry: the digital structure supports the personal guidance that follows.

Make the offering understandable

A clear structure helps visitors understand the services and find relevant information.

Provide multilingual guidance

Language versions make the publicly described offering more accessible to different visitors.

Give enquiries context

Specific requirements are connected with contact details, giving the team a useful starting point for personal follow-up.

People and relationships behind the screen.

CareTrade connects buyers with suitable producers and sellers. Experience, personal coordination and an established network provide the foundation.

The right partners and options are considered for each project. Confidential contact networks are not published here.

From the first question to the next step.

A simplified business process guided by people. It can vary by project; an enquiry is not an order. Not every enquiry leads to an offer or a completed transaction.

01
Being found
Interested visitors reach relevant information through search engines or other contact routes.

02
Describing the requirement
The product, specifications, quantity, destination and timing are clarified where relevant to the project.

03
Assigning personal responsibility
The enquiry is received centrally and taken on by the team for further handling.

04
Involving suitable partners
The team explores appropriate options with producers or sellers in its network.

05
Agreeing the conditions
Specifications, availability, commercial terms and open questions are discussed for the project.

06
Preparing the next step
With a suitable solution and agreement, the parties can prepare a business transaction together.

Clear roles. Shared work.

My role is described publicly by CareTrade. I am operationally involved; this case study is not an independent customer review.

My contribution – Lukas Teissl

Concept, design and programming, multilingual guidance and the continued development of enquiry routes. I also contribute to strategic partnerships.

The shared contribution

Clarifying requirements personally, drawing on the established network and coordinating with producers, sellers and others involved.

My publicly described role in this project

An entry point for real business conversations.

According to feedback from CareTrade’s operational team, the website receives numerous buyer enquiries. These are taken up personally and followed through for each project.

This account comes from project feedback. It does not claim an independently verified enquiry count, conversion rate or revenue attributable solely to SEO.

Buyer enquiries

Project feedback: the website is used as a route for specific buyer requirements. An approved quantitative analysis is not yet available for this account.

Personal follow-up

The publicly described enquiry route leads to individual clarification of requirements. People are responsible for assessment and subsequent coordination.

Access to the partner network

Once requirements are understood, the team can involve suitable producers or sellers. Suitability and availability are clarified for the particular project.

What could fit your business.

Your offering, the right people and a clear next step: together, we can examine the journey from initial interest to personal follow-up.

Make your services understandable

What does a prospective customer need to know to recognise the value of your offering?

Make relevant enquiries easier

What information does your team need for a helpful first conversation?

Support personal follow-up

How can responsibility, questions and next steps be organised clearly?

Three short answers.

01

Is CareTrade a conventional online shop?

The process described is personal, project-based sourcing and intermediation. An enquiry is not an automatic order; requirements, availability and terms are agreed individually.

02

Can this approach work in my industry?

The connection between clear information, suitable enquiry routes and personal support can often be adapted. The specific approach depends on your business.

03

Are comparable results guaranteed?

No. Search positions, enquiries and transactions depend on many factors. This case study is a practical example, with no guarantee of rankings, revenue or completed business.

Sources and context

Public project pages provide context for the implementation and roles. Operational project feedback and separately verified measurements are distinguished in the relevant sections.

CareTrade: publicly presented services

Business areas and publicly selectable languages; content reviewed on 11 November 2026. Source page in German.

CareTrade: company and responsibilities

Public description of collaboration and team responsibilities; not an independent customer review. German source.

CareTrade: website and IT consulting

CareTrade presents the website as a practical example of Lukas Teissl’s digital work. German source.

Lukas Teissl’s public CareTrade profile

Context for IT, programming, digital development and strategic partnerships. German source.

CareTrade: existing enquiry route

Sourcing enquiries are handled by CareTrade, separately from IT consulting enquiries to Lukas. German source.

What could your website connect better?

Your offering, the right people and a clear next step. Let’s look at your project together.

Discuss my project

A brief description of your starting point is enough to begin.

Visit the company website

Interested in this company’s products or services?

Product and sourcing enquiries go directly to the relevant company. The consulting button takes you to Lukas to discuss your digital implementation.

Contact the company directly

Explore the technical implementation

The technical reference describes the concept, design and development. This case study explains the business model, collaboration and practical feedback.