AgencyAxis

Website Redesign Case Study

A 55% increase in qualified traffic plus a new Fortune 100 prospect within six months

Goals: The new marketing team at WorkflowOne, an industry-leading provider of print and promotional marketing solutions, wanted to generate better business results from their website. Their existing site, built almost 100% in Flash by a previous team, was attractive but essentially invisible to search engines. After exploring several potential partners, WorkflowOne selected AgencyAxis to undertake a complete redesign of their website.

Challenge: With a diverse mix of solutions spanning several vertical markets, WorkflowOne needed a strong presence across a wide spectrum of search terms. Competitors in many of these categories were already well entrenched. Due to the extensive use of Flash on the existing site, WorkflowOne.com had virtually no meta data to attract searches for the company's products and solutions. As a result, over 95% of the keywords being used to reach the site were branded search terms – variations of the company's name. In addition, the site lacked offers with a clear call to action that could generate leads once visitors reached the site.

Approach: Taking a square one approach, AgencyAxis began with extensive research into the needs of WorkflowOne's clients and internal teams. After identifying key markets and corresponding benefits, AgencyAxis developed a technical platform and site architecture that would match current needs while allowing scalable growth. Keyword research conducted by AgencyAxis informed all-new content for the site. Meta data based on the keyword research was also added to all pages including file names, alt tags and folder structure. The new home page features a refreshable rotating marquee of key solutions with links to offers. Each page includes a clear call to action and separate response form to track leads by product and vertical market. Special offer banners for key solutions and market segments provide additional lead generation. Google Analytics coding was added to track results and fine-tune future growth based on visitor behavior. The redesign has also enabled effective integration with search engine marketing along with promotional campaigns through online and offline channels.

Results: *Within the first six months following the redesign site traffic from non-branded terms (product and solution searches) increased 246% while bounce rates dropped by 58%. This combination increased qualified traffic by 55%. And within a couple more months, WorkflowOne went from being transparent to search engines in its top product line to being on the 1st search engine results page. Perhaps best of all, the site produced a brand new contact with a Fortune 100 retailer who found WorkflowOne's site through a web search.*

