

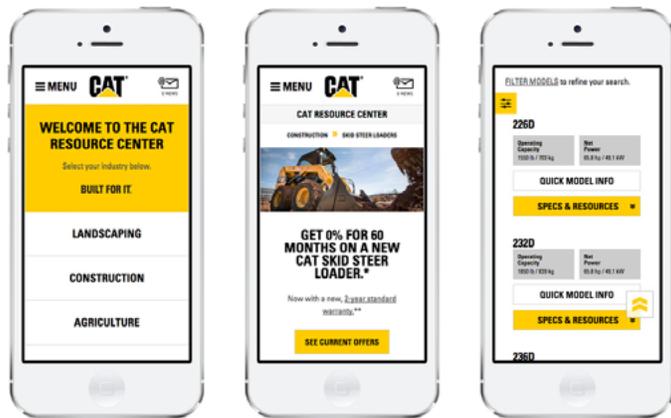
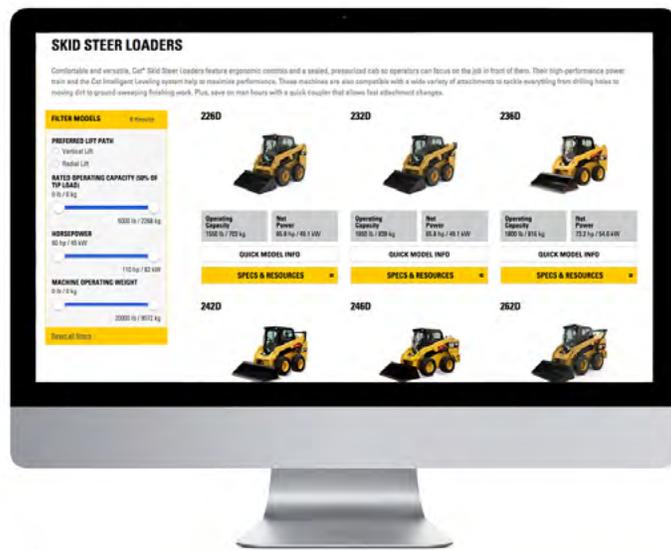
CAT RESOURCE CENTER

a DIGITAL CLOYD case study.

- Led concept testing and usability testing for complete rebuild of lead-gen website for Fortune 50 company
- Collaborated with entire team to optimize new site over multiple ongoing evolutions
- **Responsibilities:** Planning and strategy, research, user experience, information architecture, sitemap, content strategy, wireframes, user testing, design collaboration, ongoing analytics

the SITUATION.

It had been live for a number of years, and it was in desperate need of a refresh. The website had separate desktop and mobile versions, neither of which were responsive. Important conversion subpages were cluttered with the unstrategic addition of more and more content, and even more educational content had been flagged for inclusion. And though it was not originally designed for this purpose, it had been a fairly successful lead generator—but the client wanted it to drive even more leads.



www.catresourcecenter.com »

RESEARCH and STRATEGY.

- Comprehensive research phase (review of previous user research, existing site analytics, audits of competitor sites and content, user behavior mapping, client web workshop)
- New site map developed based on SEO and existing paid media strategy
- Two UX tests planned (flat concept and pre-launch usability)

DESIGN and TESTING.

- Content strategy and wireframes iterated into flat concepts
- First phase of testing: an online survey for actual Cat customers to rate perception of “ease of use” plus open-ended comments
- No clear “winner,” but insights into each concept’s strengths and weaknesses guided design completion

DEVELOPMENT and TESTING.

- Site built using a custom CMS with heavy database integration
- Usability testing conducted on stage site using Loop11 (task-based behavioral questions to paid non-Cat user testers on desktop and mobile devices)
- Results identified unanticipated paths away from lead-gen funnels and other design revisions fixed prior to launch

LAUNCH and BEYOND.

- Analytics monitoring began and new benchmarks set
- Phase 2 project added filtering functionality to machine pages, and model pages with post-registration content to protect the conversion funnels
- Further optimizations were formulated and launched with Phase 2 additions

the RESULTS for the first six months.

12 75 261

% increase in form submissions

% increase in active user conversion rate

% increase in form visit conversion rate

the RESULTS after phase 2 updates.

50 76

% more likely to register when engaged with filters

% of new model page visitors engaged with post-reg content

CAT ATTACHMENT SOLUTIONS

a DIGITAL CLOYD case study.

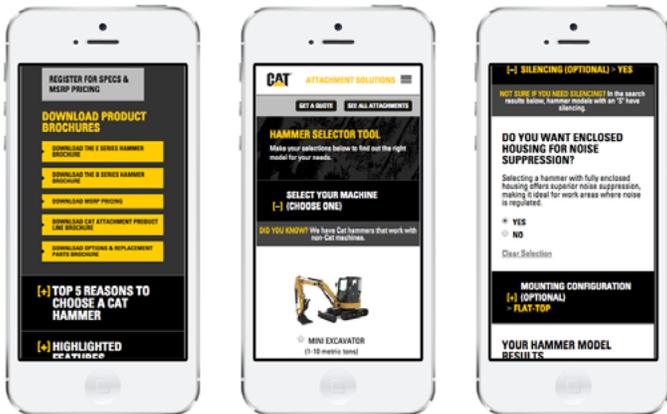
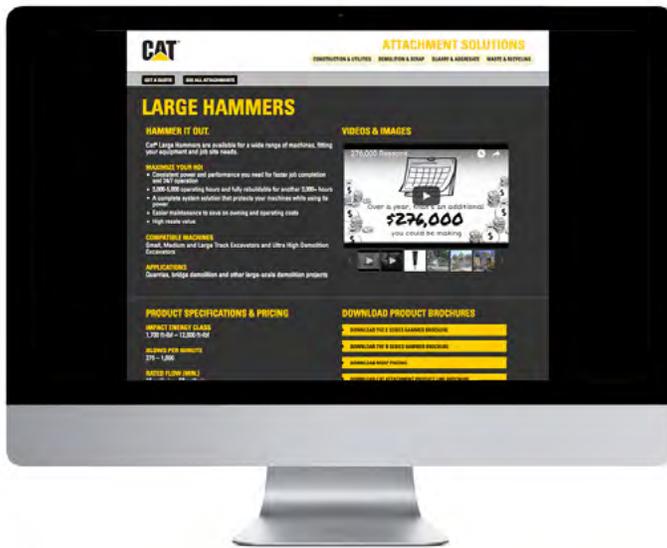
- Collaborated on partial redesign and new functionality for lead-gen website for Fortune 50 company
- Led A/B testing in coordination with paid media strategy
- **Responsibilities:** Planning and strategy, research, user experience, content strategy, design, ongoing analytics

the SITUATION.

This website had two possible paths forward: one that generated more leads, or one where it reached end of the road. The client was looking for ways to optimize the site and add even more educational information for customers—without sacrificing lead funnels, of course. The bottom line: it needed to generate more leads, or else risk shutdown.



the
DIGITAL CLOYD
(2 of 4) portfolio.



www.catattachmentsolutions.com »

RESEARCH and STRATEGY.

- Client chose a single product line as the focus of redesign and testing efforts
- Had previous success with customer “selector tools” designed to help determine which models they needed
- An extensive review of existing site analytics led to an A/B testing plan (coordinated with the existing paid media strategy) to formulate the best design strategies for each component, both individually and holistically

DESIGN and TESTING.

- Simplified redesign efforts maintained coherence with the existing site, since only three pages would be updated
- Minimalistic approach led to only two new design elements and a streamlined programming effort
- End result focused efforts on reorganizing the content and the strategic placement of CTAs

DEVELOPMENT and TESTING.

- New pages were developed “off the grid” to test against existing for usability and effectiveness as a conversion funnel
- First round of A/B testing confirmed that the old pages were outperforming the new pages
- Behavior flow analysis showed that while the new “selector tool” converted at a much higher rate (25% to 10%), a single CTA in the design was cannibalizing conversions
- The CTA was removed, the landing pages were diversified, and the second round of testing results confirmed that the new pages now doubled the conversions of the old pages

the RESULTS for the first quarter.

322

% increase in leads (even with a reduced media spend)

% decrease in overall cost per lead (over \$17k savings per lead)

81

% lead-to-sale conversion rate

the RESULTS for year one.

46

% lead-to-sale conversion rate

\$2,000,000

in attributed sales (up from approx. \$100k)

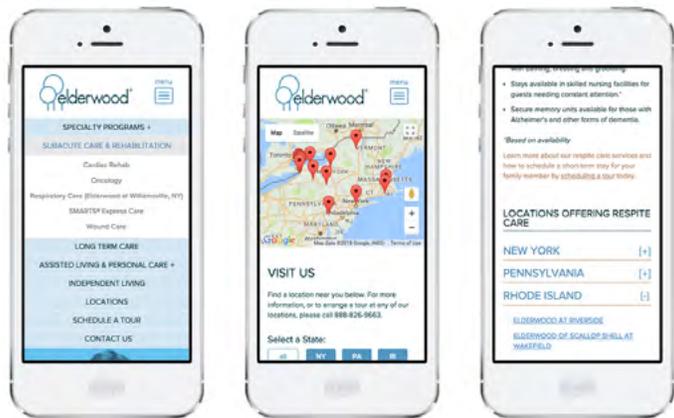
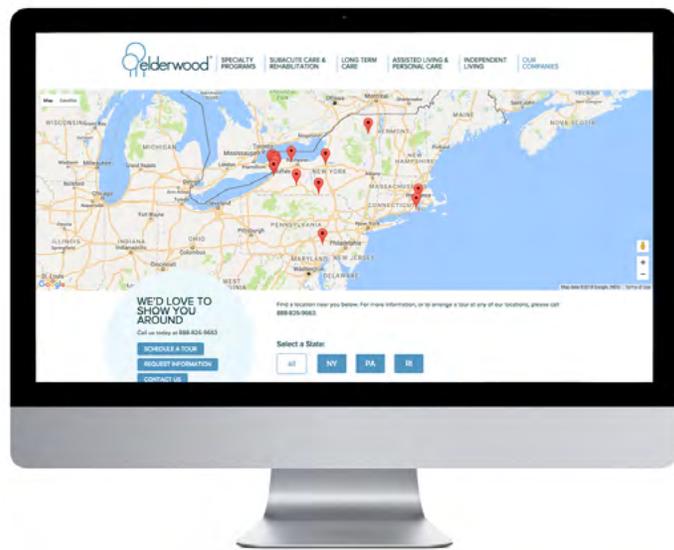
ELDERWOOD SENIOR CARE

a DIGITAL CLOYD case study.

- UX best practices and analytics helped negotiate recommended site optimizations
- **Responsibilities:** Planning and strategy, research, user experience, content strategy, design and design collaboration, front-end development collaboration, ongoing analytics

the SITUATION.

The company had evolved beyond its website—and it was time to play catch-up. With a consistent expansion of services and locations, certain elements of the original functionality would no longer properly support the site's growing infrastructure. A number of client-driven requests had also slowly brought the site out of alignment with best practices. And with better content engagement and lead generation a client priority, a long-lasting solution was needed to avoid future rebuilds.



www.elderwood.com »

RESEARCH and STRATEGY.

- Client was provided with multiple options that combined best practices, client requests, and future-proofing solutions
- Pros and cons were clearly outlined and carefully discussed over several meetings to ensure confidence in decision-making
- The team's recommendation was chosen, which included a custom-built database and integration with Google Maps API
- This option allowed for the approval of numerous other related recommendations that would prove beneficial to both the effort at hand and the overall health of the site

DESIGN and DEVELOPMENT.

- Years of consistent analytics reviews and other market research provided deep user insight for design revisions
- A much larger integrated interactive Google map was added to the Locations page, with simplified filtering to reflect the known desired user experience
- Lists of relevant locations were automated through the rest of the site, giving users a direct line to the facilities that interested them
- The main navigation and mobile menu were also redesigned and reorganized to create more user coherence across devices

LAUNCH and BEYOND.

- As the budget did not allow for formal testing procedures, the most interesting result of this project was the team's discovery of a way to "test without testing," setting up optimization recommendations by using depth of knowledge, best practices, and consistent analytics reviews

the RESULTS after launch (year over year).

10

% increase in pages per session

24

% increase in session duration

46

% increase in Contact Us form submissions

65

% increase in Schedule a Tour form submissions

132-413

% increase in unique pageviews for facility pages

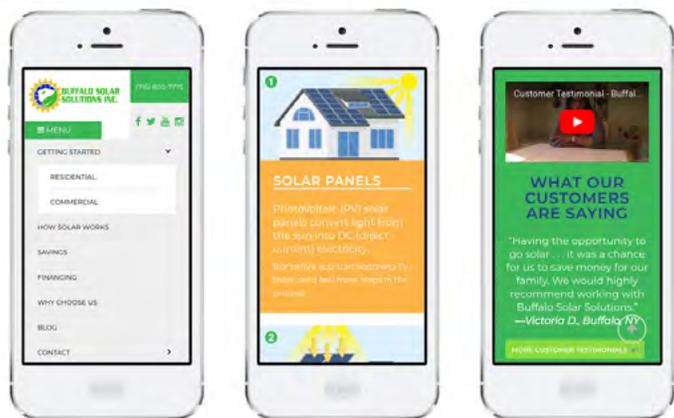
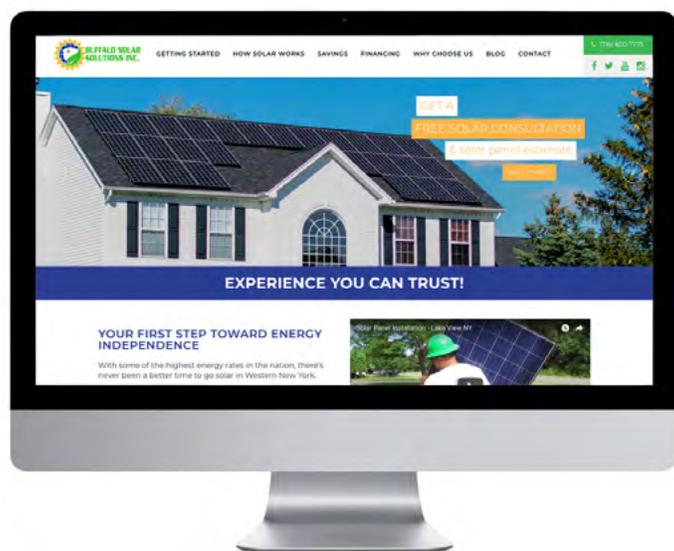
BUFFALO SOLAR SOLUTIONS

a DIGITAL CLOYD case study.

- Design-build of new website leads to comprehensive marketing solutions
- **Responsibilities:** Planning and strategy, research, user experience, information architecture, sitemap, content strategy, copywriting and editing, design, development, ongoing maintenance, marketing consulting, additional collateral production

the SITUATION.

A young, small local business needed their website to work as hard at digital marketing as they did at improving the lives of their customers. Their existing site had a professional look and feel, but they felt that their content was not satisfying their potential customers, particularly when it came to educating them about solar power. Most importantly, it didn't seem to be doing anything for them in terms of generating leads.



www.buffalosolarsolutions.com »

RESEARCH and STRATEGY.

- Sitemap was developed based on comprehensive SEO research
- Content strategy designed to handle the challenge of simultaneously capturing organic search traffic and serving up unique educational content
- Blog plan formulated to create a manageable but steady flow of new content to the site, keeping it healthy for search engines
- Simple online form for lead generation
- Site content written, revised, and prepped for design phase

DESIGN-BUILD.

- In lieu of flat wireframes and designs, the content was dropped into a bootstrap-style stage site using WordPress, where the entire team could view the content unadorned in a website context, without the distraction of heavy design elements
- Once the content was further revised, a simple design approach was employed, with colors, fonts, and images selected to match their branding while elevating it to the next level
- This process allowed for a custom page-by-page design, creating a user experience that focuses on content strength and what separates their company from the competition

LAUNCH and BEYOND.

- The company continues to expand its client base, and has added a second office to service their growing list of Southern Tier clients
- We continue to collaborate online and offline on multiple marketing initiatives, including numerous print collaterals, landing page and direct mail campaigns, trade show booth designs, and more

the RESULTS for the first 16 months.

185

% increase in lead form submissions

28

% increase in organic search traffic

18

% increase in unique pageviews

6,134

total unique pageviews of the home page

3,607

total unique pageviews of blog content