

BITECHSIS

OBJECTIVES

- Refresh the design and brand book. The website was 4 years old - design trends and user preferences have changed a lot since that time. We wanted to get away from this design of the past.
 - Get a more SEO-friendly website. We faced some Webflow limitations when we started investing in SEO. There were occasional glitches when the website stopped responding. Webflow also automatically put rel="canonical" to all our landing pages and referred them all to the main page. And we faced problems when adding microdata. All these neutralized months of hard SEO work on texts update and on-page optimization.
 - Get a convenient CMS with great block customization. We needed a simple option to build and customize new pages without the need to attract designers and developers.
-

OUR SOLUTION

We built our new corporate website on top of the WordPress CMS. The development contains two stages.

In the first stage, we redesigned the blog and moved its administration to WordPress. So the marketing team got an opportunity to keep doing content marketing and article SEO. It wasn't too complicated since the blog only contains 3 types of pages with few design elements. These types are the main blog page, article page and author page.

The second stage was about 6 months later. We designed and developed custom blocks for landing and main pages. Our designers started with a logo by making it thinner and shifting from blue to black shades.

When designing the home page, we decided to stick to an austere design:

- little gradient;
- no unnecessary visual forms and lines;
- grid usage for elements positioning.

To get a visual element that can be reused on various pages, we decided to slice the logo into small pieces, rotate pieces, and reuse them on the background of some blocks. Thus, we get interesting geometric mixes with angles and shades on the background.

CUSTOMER'S BENEFITS

- An increased website conversion.
- An easily scalable website.
- Modern design.
- Increased the google page speed results from 75 to 94.
- Removed restrictions on SEO promotion of the site.