



**Client:** BusinessDesignCentre.co.uk

**Case Study:** Digital Presence

## Great new look for the Business Design Centre's Website as well as Search Engine Optimization

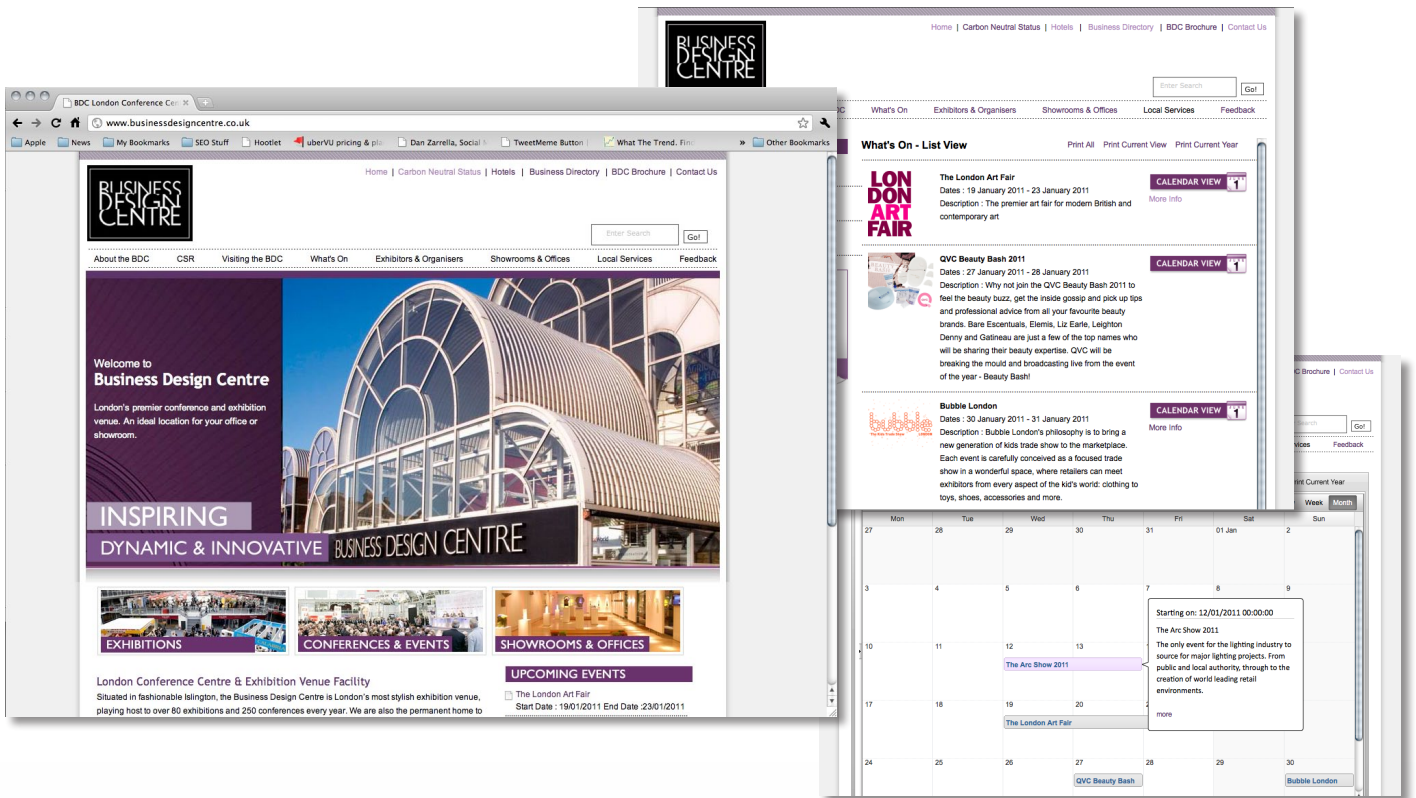
The customer journey was planned on the new site structure and the website design was modernized. Previously the site was a maze with no end goal. The new structure was maximized for search engine optimization and, using limited budgets, the site was set up to slowly gain ground in the organic listings. The results have increased the sites presence and now over 60% of site traffic is coming from Google, Bing and Yahoo.

## OBJECTIVES

The original version of the BDC website had an unnecessarily complex content management solution, causing updates to be difficult to implement and making the site structure confusing.

### Objectives:

- To improve the navigation and structure of the website.
- To improve the design of the website.
- To improve search engine presence within a limited budget.
- To develop an advanced 'what's on' system with full content management and printable calendars.
- To make the sites content easily manageable by BDC's internal staff.
- To promote the serviced office offering from BDC.
- To increase awareness of upcoming events.
- To make BDC easier to find.



## SOLUTION

The BDC site was redesigned and built using the Intenix CMS website platform, which allows a great deal of control over the entire site via a client administration area.

The calendar system was custom developed to provide functionality to meet the 'what's on' requirement.

The site navigation and user journey was planned and integrated with the new design of the website, whilst detailed research was carried out on keyword in order to ensure that the correct words were being optimized. All key pages received new sets of meta-data and on-page optimization of all elements, from H1 tags to ALT tags.

## RESULT

The new website has received the following feedback;

- Traffic via search engines in the last 12 months represents over 60% of the traffic to the BDC website.
- The 'what's on' guide is the third most popular page on the website, receiving nearly 29,000 page views last year.
- The second most popular page is now the BDC Location page, which has had over 45,000 page views over the last year.
- In just 6 months, over 50% of the chosen 40 keywords are now ranking with 10 keywords on the first page of google.
- The client now manages all site content with minimal external assistance.

