

Case Study

Truvox International Limited

Sector: Manufacturing

Market: Electronic floorcare and cleaning equipment

Background

A world leader in the design and manufacture of pioneering floorcare equipment.

Objectives

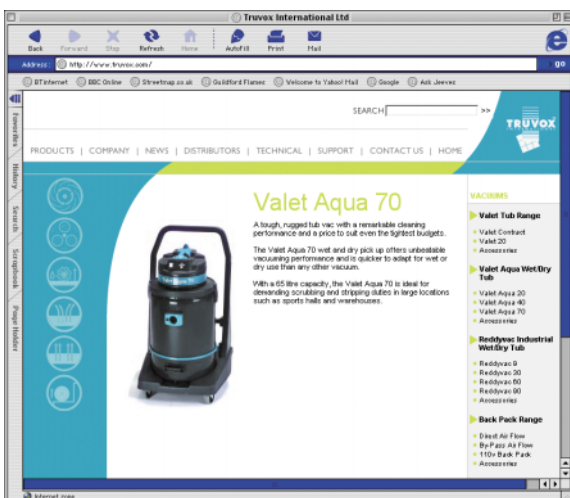
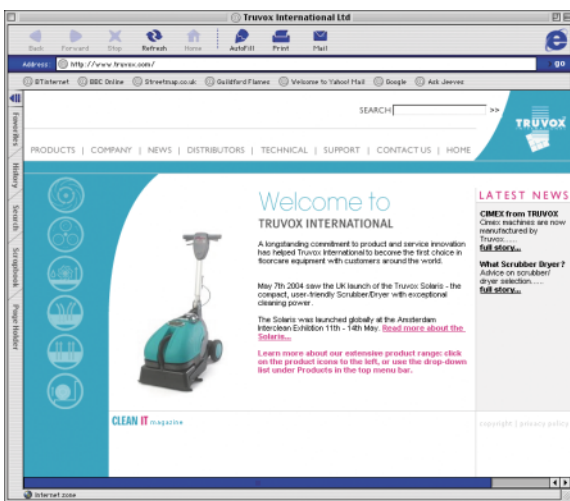
To create a new web site that reflects Truvox's position as a brand leader and offers visitors exceptional functionality, with clear navigation, easily accessible product information and interactive features.

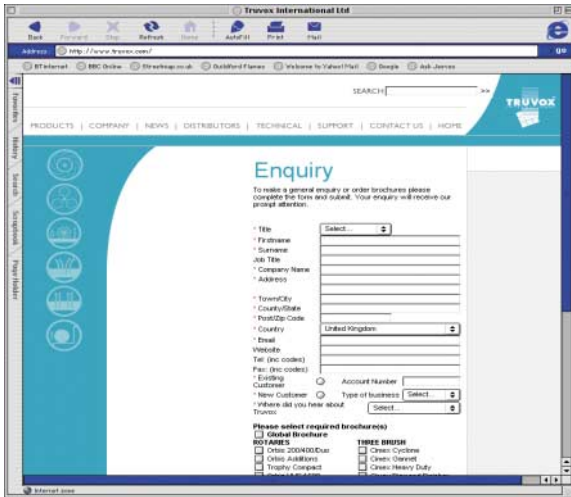
In addition it was a priority for Truvox to be able to fully manage the content on every page of the web site in-house. Truvox also wished to see search engine activity increased and rankings improved.

Solution

We recommended that the new web site be built in a fully content managed environment using the Solid8 solution; proprietary software developed exclusively by our technical partners. The solution is exceptionally user focused and flexible allowing authorized Truvox personnel to create, update and organise content without the need for specialist technical knowledge. Dynamic updates can be made remotely, ensuring the information on the site is fully up-to-date at all times. The system also allows Truvox to develop and publish multi-language editions of the site in-house.

To boost Truvox's search engine rankings and drive relevant traffic to the new site we recommended our search engine registration system, which is based on careful keyword analysis and is designed to keep constantly in step with search engine criteria.



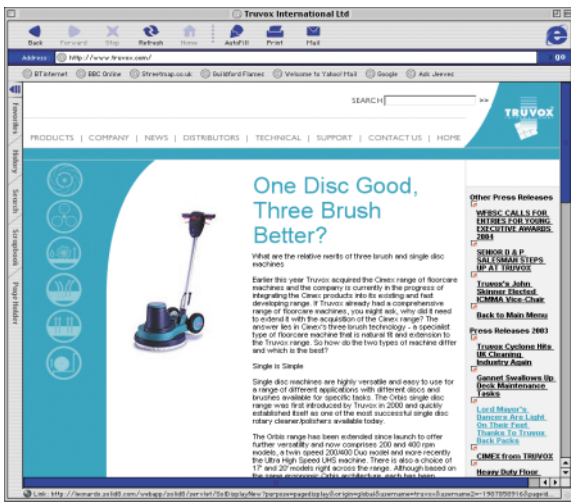


Results

A highly functional web site with a fresh, modern design, featuring detailed product information and an interactive FAQ forum.

Truvox personnel have full control of the site's content enabling them to provide a consistently up-to-date and relevant information resource for visitors

Truvox have a money-back guarantee that the new web site will achieve at least 25 first page listings with major search engines at all times within the first three months.



Client comment

Thanks to you all for your hard work and help over the last couple of months, I appreciate all you have done.

I am very pleased with the website and all the comments over the last few weeks have been positive. We have even had a few customers ring us especially to let us know how much better the new site is for information and userfriendliness.

Pippa Bailey

Marketing Coordinator