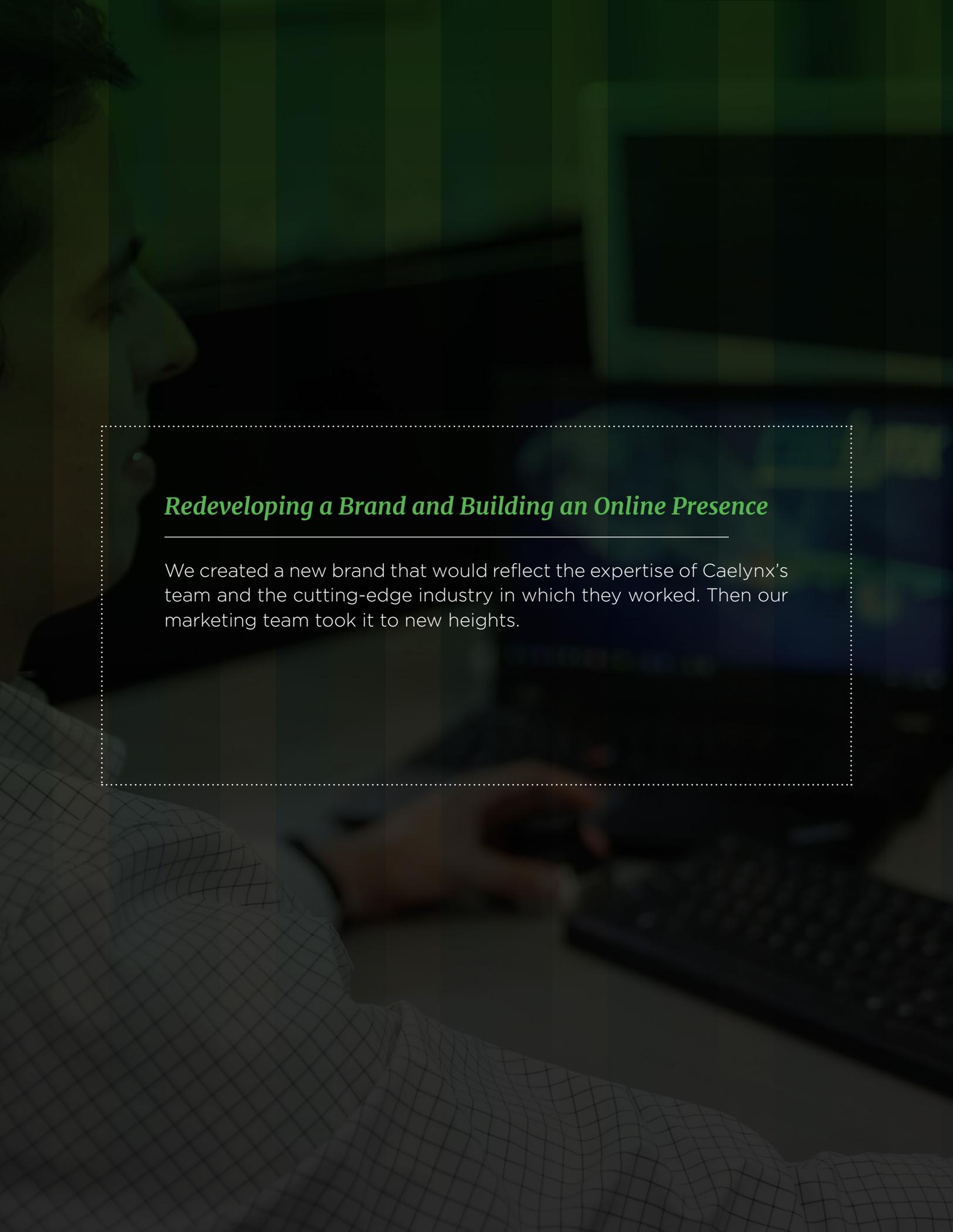


# CASE STUDY

CAELYNX



build create

A person wearing a checkered shirt is seen from the side, looking at a computer monitor in a dimly lit office. The person's hands are on a keyboard. The background is dark with some blurred lights.

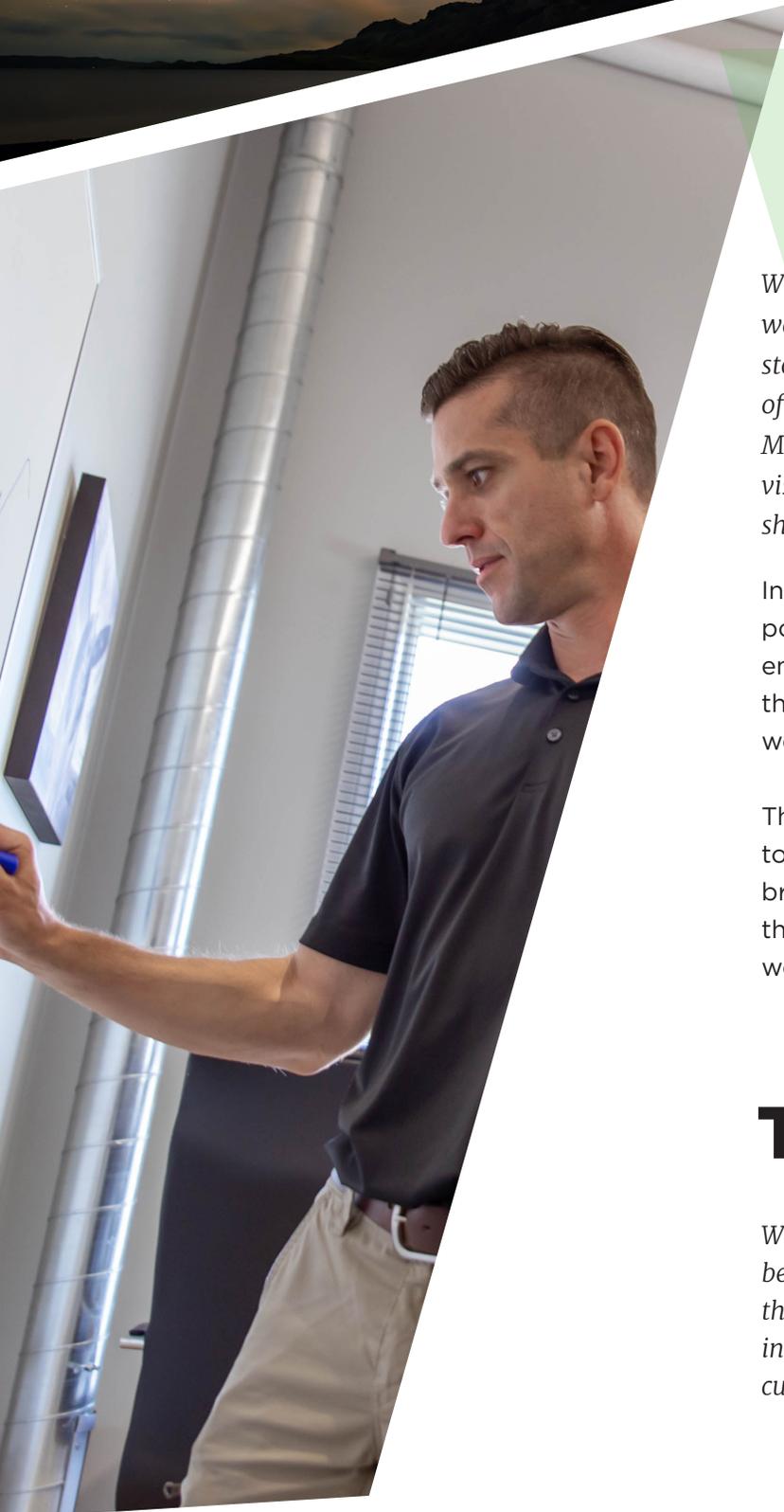
## *Redeveloping a Brand and Building an Online Presence*

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We created a new brand that would reflect the expertise of Caelynx's team and the cutting-edge industry in which they worked. Then our marketing team took it to new heights.

# THE MISSION:

*Redeveloping a Brand and Building an Online Presence*



**W**

*When Caelynx first came to us in fall of 2018, their website was in dire need of help—and they knew it. The design was stodgy and uninspiring, and it didn't reflect the true quality of their company, or the true value they provided their clients. Moreover, the messaging on the site made it difficult for visitors to know what they were about—or what they should do next.*

In short, their website wasn't presenting them in a positive light, and as a business specializing in advanced engineering simulations, they feared it was making them look dated and less competitive than they really were.

Their mission for us was two-fold. First, they wanted us to review their website and deliver a design that would bring them in step with leaders in their industry. Second, they wanted a well-rounded marketing strategy that would help them use their new site to its fullest extent.

## THE SOLUTION:

*We developed a multi-phase approach to their site which began with brand discovery work. We then implemented that work across their new website, and rolled our research into an ongoing marketing plan to expand and enrich their current marketing resources.*



## PHASE 1: DISCOVERY

Our work with Caelynx began with a deep dive into their company to gain an understanding of their brand from the ground up. We conducted 16 interviews with Caelynx staff to learn about their expertise, how they came to the company, and where they felt the brand should go.

We also reviewed competitor websites to ensure our final site design fit in with established industry expectations. In total, we reviewed 43 websites and compiled an analysis that looked at website designs, messaging, color schemes, navigation menu items, and calls-to-action.

Finally, we created an interactive design file using Adobe XD that allowed our clients to view hover states and click through site pages from one link to the next. This made for a more immersive experience of the final design than static pages.

### DELIVERABLES:

- Employee Interviews.
- Competitive Landscape Analysis (CLA).
- Interactive Design Mockups.





## PHASE 2: WEBSITE DESIGN & DEVELOPMENT

In the second stage of development, we translated the design mockups into a fully functional website. One of our high-value deliverables was a set of custom templates for specific content types, such as for specific industries or software products. Differentiating between these page types made it possible for us to design pages that drew content from other areas of the site for a more interactive experience.

Final website delivery comes in several stages. These include setting up the hosting, running browser checks, and installing plugins. With the client's final sign-off, we then launched the site following our established procedure. This involves a full quality review of the site to check that all content is in place and that there are no broken links.

We ensure that every detail is in place before launching the site, but we also conduct several follow-up launch checks to be sure everything is functioning as it should. From this point, the site design and development is complete, and it's time for the client to put it to work!

### **DELIVERABLES:**

- Custom Content Types.
- Website Delivery.



CAELYNX WEBSITE



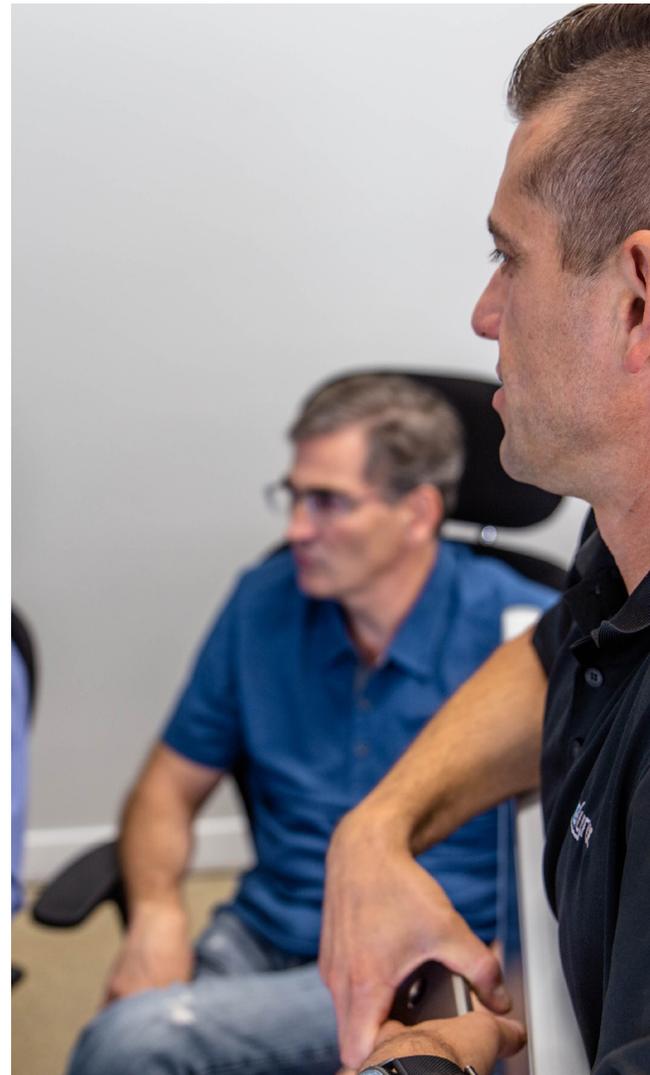
## PHASE 3: MARKETING AND SEO

CaelynX wanted their website to start doing some heavy lifting on the sales front. So they signed a monthly retainer with us to cover content writing, SEO optimization, and any other marketing deliverables that they may have need for. Our approach focused on creating written content for the site in the form of blog pages and expanded web content pages.

For our SEO work, we were aware that many of the keyterms we would be optimizing would have relatively low search volume, but that the value of each lead would be high. Our SEO work started off optimizing software-based content, and then moved into services, with specific industry focuses.

We also worked on written downloadable content, such as buyer's guides and case studies, and assisted with copywriting and design for print brochures and conference banners as needed. In another initiative, CaelynX's internal marketing team launched an email newsletter, and we worked with them to create an archive page on the website to keep that content accessible.

Because CaelynX operates in a technical industry, we knew we would have to deliver content at a high knowledge level to reach the right clients. For many of our content pieces, we interviewed their engineers to get the expert insight we needed to direct the writing. We also worked closely with their team on revisions to ensure that every article met their high standards for accuracy.



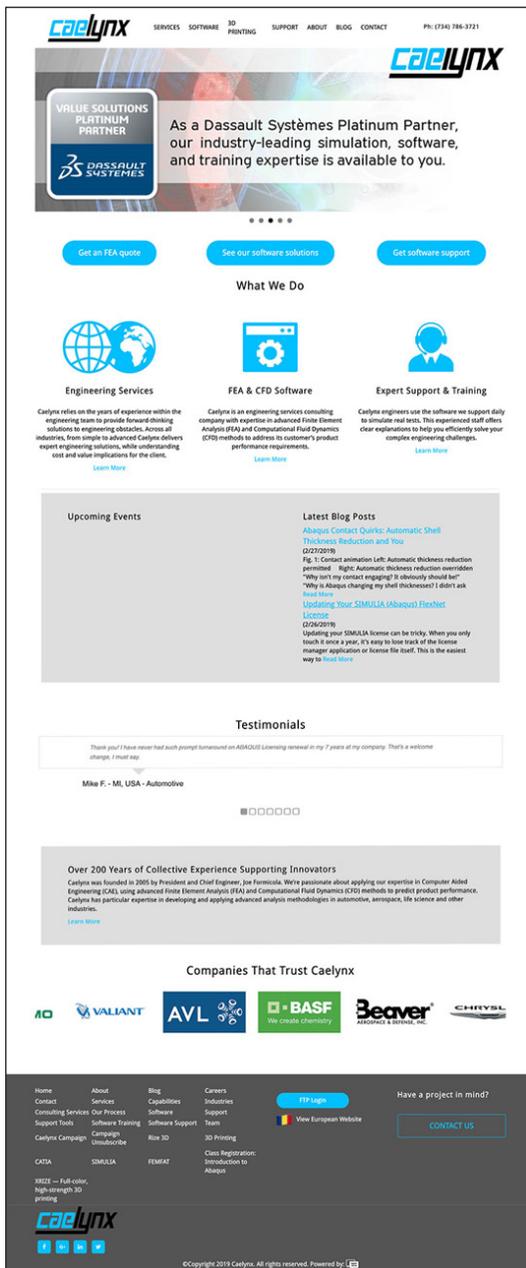
### DELIVERABLES:

- SEO optimization.
- Blog articles.
- Downloadable content.
- Print deliverables.

# THE RESULTS: DESIGN

Many times, when we rework a site, the client has features of the old version that they want carried through. We want to respect our clients' preferences in this regard, but it sometimes means we don't get to achieve quite the transformation we were hoping for. For this project, getting to completely rebuild the site into something more reflective of their capabilities was a true joy for us.

PREVIOUS DESIGN: HOMEPAGE



Carousel banner sent mixed messages and provided no clear call to action.

No hierarchy in calls-to-action, and not enough time taken to warm up the lead

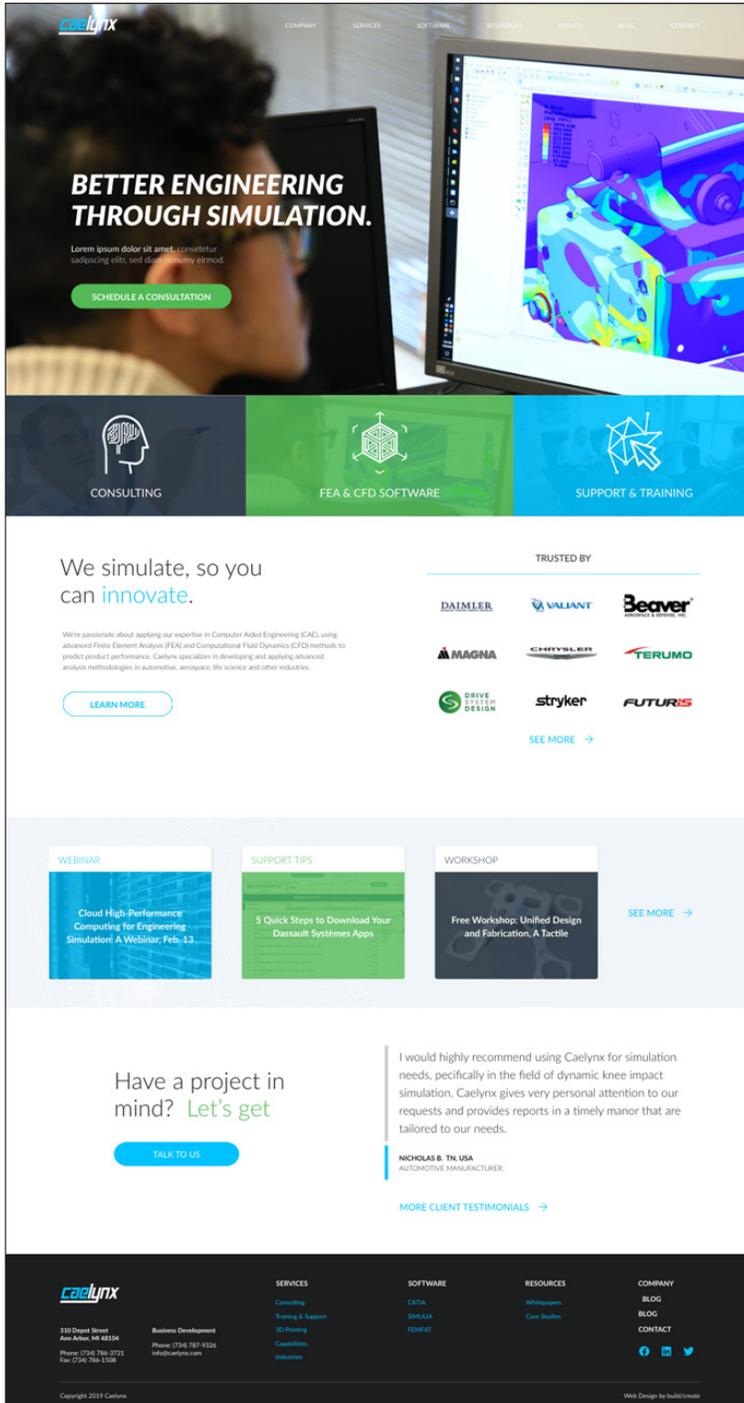
Too much gray, and none of it inviting.

Testimonials in a carousel are hard to read and easy to pass by.

Trust indicators are too far down the page and look like a footer.

# THE RESULTS: DESIGN

REDESIGN: HOMEPAGE



Sticky navigation that transforms into page header as the user scrolls down.

Engaging headline with prominent call-to-action.

Clear, persona-based conversion paths.

Copy that emphasizes value proposition. Trust signifiers discretely placed higher on the site.

Content is warm and inviting

Final call-to-action gives visitors something to do when they reach the end of the page.

# THE RESULTS: CONTENT & SEO

Our marketing services include a monthly review of key metrics, as well as discussion about content needs and specific deliverables for that month. Since the new website launched in the summer of 2019, our monthly analytics reports have shown consistent increases in traffic and time on site, indicating that our content efforts are attracting new audiences and providing value to visitors.

## YEAR-OVER RESULTS FROM GOOGLE ANALYTICS SHOW:

TOTAL CLICKS HAVE INCREASED BY

# 210%

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Search impressions have increased by 130%.

Average CTR has increased by 36%.

Average search position has risen by 6 rankings.

SITE TRAFFIC HAS INCREASED BY

# 161%

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Pageviews have increased by 226.07%.

Pages per session has increased by 8.42%.

Average session duration has increased by 37.77%.

TRAFFIC FROM ORGANIC SEARCH HAS INCREASED BY

# 138%

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Traffic from direct search has increased by 12.95%.

Traffic from referral is up by 74.47%.

We added several new traffic streams from paid search, display advertising, social media, and email.

# THE RESULTS: CONTENT & SEO

Keyword <input checked="" type="checkbox"/> Show Labels	Location <sup>i</sup>	Monthly Volume <sup>i</sup>	Rank <sup>i</sup>		URL	Optimize
life science fea services	National	Data not available <sup>i</sup>	#1		<a href="#">caelynx.com/...4-applications-f</a>	
engineering cae consulting	National	Data not available <sup>i</sup>	#2		<a href="#">caelynx.com/services/</a>	
cae consulting	National	0-10	#2		<a href="#">caelynx.com/company/</a>	
cae consulting <span>Branded x</span>	Ann Arbor, Michigan, United States	Data not available <sup>i</sup>	#2		<a href="#">caelynx.com/company/</a>	
fea services in michigan	National	Data not available <sup>i</sup>	#3		<a href="#">caelynx.com</a>	
abaqus var	National	Data not available <sup>i</sup>	#3		<a href="#">caelynx.com/...how-to-buy-ab</a>	
cae engineering solutions	National	Data not available <sup>i</sup>	#4		<a href="#">caelynx.com/services/</a>	
cae engineering services	National	Data not available <sup>i</sup>	#4		<a href="#">caelynx.com/services/</a>	
simulia var	National	Data not available <sup>i</sup>	#4		<a href="#">caelynx.com/...7-questions-to-</a>	
cst studio	National	11-50	#5		<a href="#">caelynx.com/...product/cst-stu</a>	

## FINALLY, KEYWORD RANKING RESULTS FROM MOZ SHOW THAT CAELYNX IS NOW RANKING HIGH IN SEARCH RESULTS FOR SOME OF THEIR KEY TERMS:

- Nationally they are ranked #1 for “life sciences fea services.”
- They hold the second position nationally for “cae consulting.”
- They hold the fourth position nationally for both “cae engineering solutions” and “cae engineering services.”
- They are ranked fifth nationally for “cst studio,” a highly competitive industry term.

## *Don't let an outdated website undersell your company.*

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We sometimes find that companies are hesitant to invest in their website because it isn't doing much for them. The problem is, a dated website isn't only preventing you from achieving what you otherwise might achieve with a more polished and professional one—it could be actively damaging your brand's reputation.

Websites are the new storefronts. They're the new office spaces. The experience a visitor has when they land on your home page should be similar to the one you want them to feel when they walk in your front door.

The big difference between a website and an office space, right now, is that there's still a gap in expectations. In the real world, a tawdry office is a reliable indicator of a struggling business. But online, an ugly website might just be a sign of a business that's behind the times.

This gives businesses an opportunity to quickly outshine their competition. Our CLA showed that Caelynx had ample room to grow, and that it was well within their reach to achieve the kind of site design that would place them in the middle of their aspirational set.

***We got them there. We can get you there, too. Contact us to learn how.***