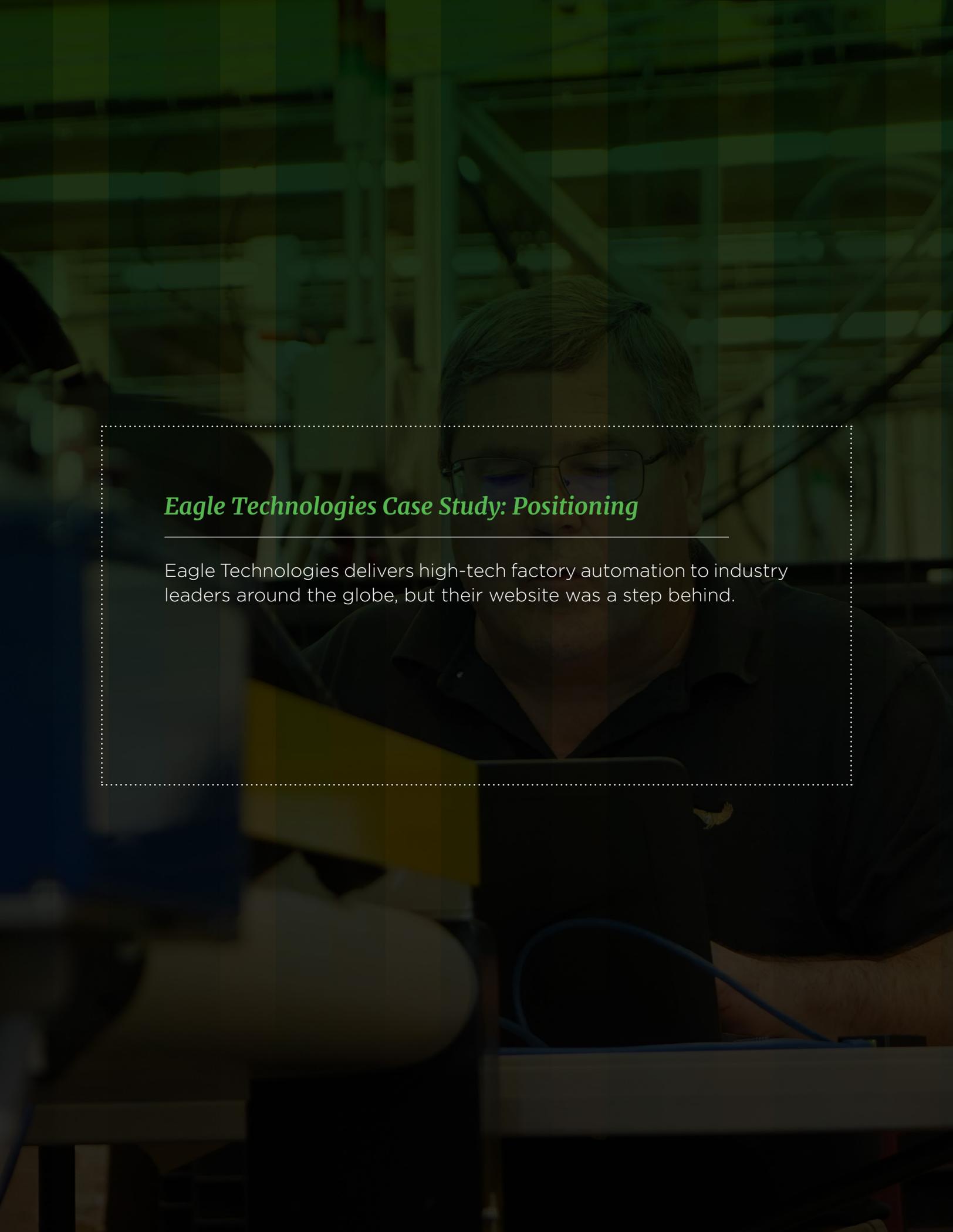


CASE STUDY

EAGLE TECHNOLOGIES



build create

A man with glasses and a dark shirt is focused on his laptop in a factory environment. The background shows industrial machinery and a complex structure. The image is overlaid with a dark green semi-transparent layer.

Eagle Technologies Case Study: Positioning

Eagle Technologies delivers high-tech factory automation to industry leaders around the globe, but their website was a step behind.

THE MISSION:

Redeveloping a Brand and Building an Online Presence



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Eagle Technologies is a global company, with facilities located across the Midwest industrial corridor, on the west coast, and internationally. They deliver advanced factory automation solutions to manufacturers across a range of industries, from aerospace to agriculture. They are also pioneers in Industry 4.0 which incorporates innovative technology such as computer simulation, 3D printing, augmented reality, and high-end robotics.

Unfortunately, their website wasn't communicating any of this at first glance. We had done a refresh of their homepage in 2018 to replace a design that was significantly underselling the value of their brand, but we always knew it was just a holdover until the full site redesign took place. When the time came to start anew, we were ready.

THE SOLUTION:

From the start, Eagle was an exciting project to work on. We always love getting an inside look at how other businesses operate, and the scale and ambition of the projects Eagle supports was thrilling to learn about. Plus, seeing footage of factory automations in practice has always been a bit mesmerizing.

We wanted to communicate that same sense of energy and awe through our site design. To achieve this, we chose a clean layout with plenty of white space to let the different design elements stand out. We also searched for ways to showcase the Eagle facilities, with the goal of including video footage of factory automations in action. We gave the copy special focus, to ensure that it effectively communicated the complexity and ingenuity of Eagle's business.

PHASE 1: DESIGN

Our project began with a review of Eagle's website, and a discussion about the direction they were growing as a business. One thing that became clear during this conversation was that Eagle wanted to emphasize their expertise in the field of advanced testing. This would become a key part of the messaging and site design moving forward.

We also discussed their current site design, including the menu structure. They had content on their site that went three menu tiers deep, which was a nightmare for user experience. To address this, we moved from a traditional menu structure to a mega navigation menu that allowed for more space to describe each menu item.

We presented our designs using interactive software that would show how elements like hover states and the mega nav menu worked. With approval of our designs, we moved forward to development.

DELIVERABLES:

- Kickoff and discovery meeting.
- Interactive design mockups.





PHASE 2: DEVELOPMENT

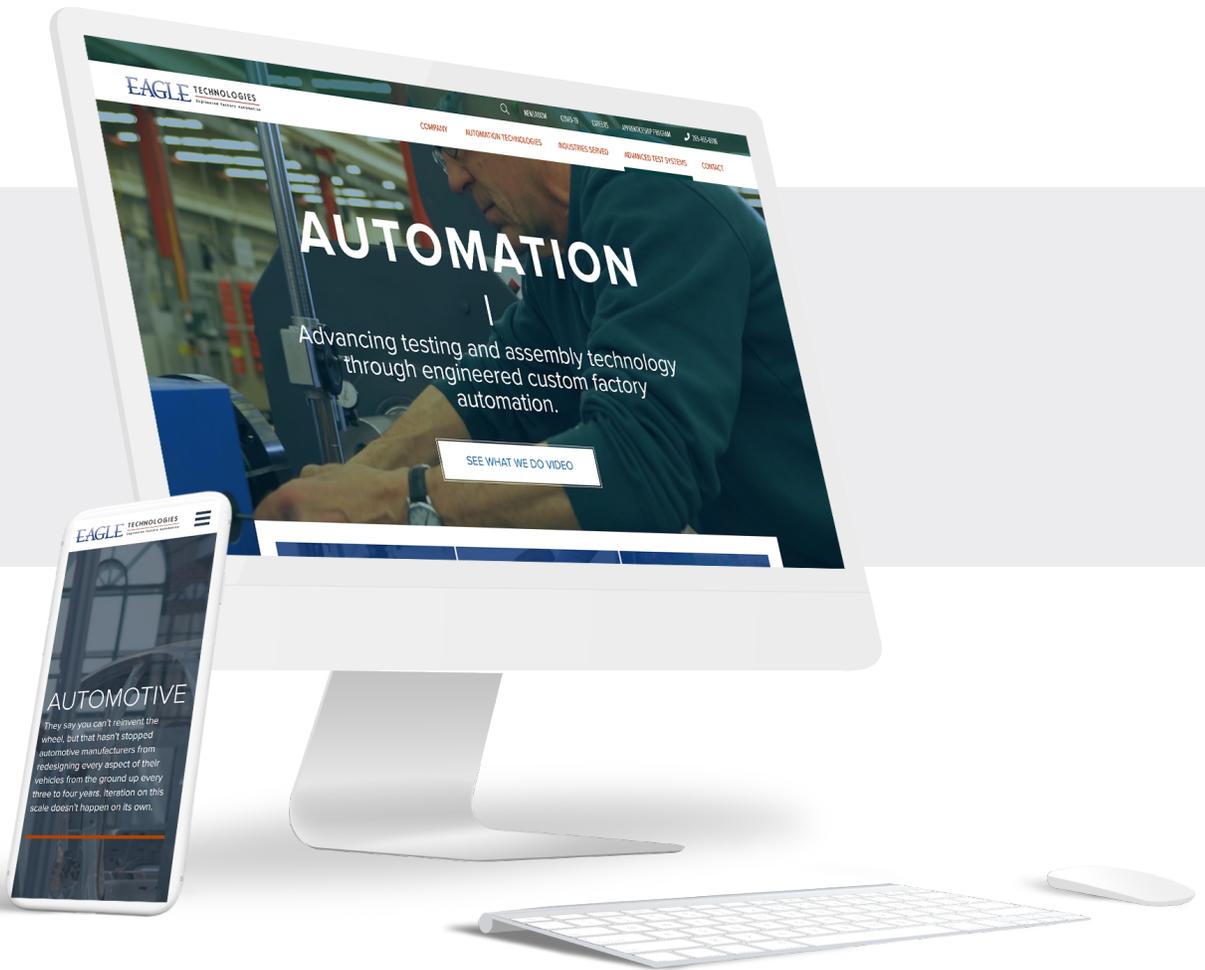
In the second stage of development, we translated the design mockups into a fully functional website. One of our high-value deliverables was a set of custom templates for specific content types, such as for specific industries or software products. Differentiating between these page types made it possible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

- WordPress Setup and installation.
- Responsive theme development.
- Custom content types.



EAGLE TECHNOLOGIES WEBSITE



PHASE 3: CONTENT

Content came as a late addition to this project. Although we had included it in our quote, Eagle initially opted to handle the writing themselves. However, our development work outpaced their availability to write copy. They didn't want to slow down the launch of the site, so they asked if we could take over content writing to expedite the process.

Our content writer conducted discovery interviews with key members of their team and was at work writing copy pages within a week. To keep the rollout of the site moving forward, we broke the pages into cohorts, which we then prioritized. With twenty-seven pages of copy to write in the initial phase, we were able to tackle each cohort in order, get approval, and implement that copy on the site without having to wait for the full set of pages to be completed.

We launched the site with these initial pages, then over the next three months, wrote another set of thirty-two pages to complete the third tier of site content. The learning curve on this project was intense, but we met our deadlines and kept the site launch on track.

DELIVERABLES:

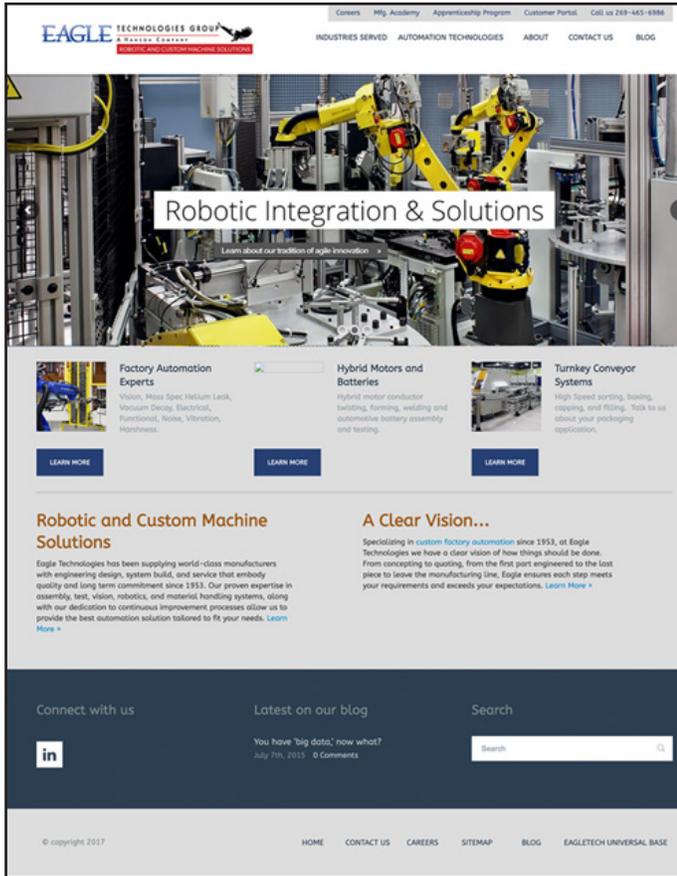
- Discovery interviews.
- 3 tiers of custom website content.

THE RESULTS: DESIGN

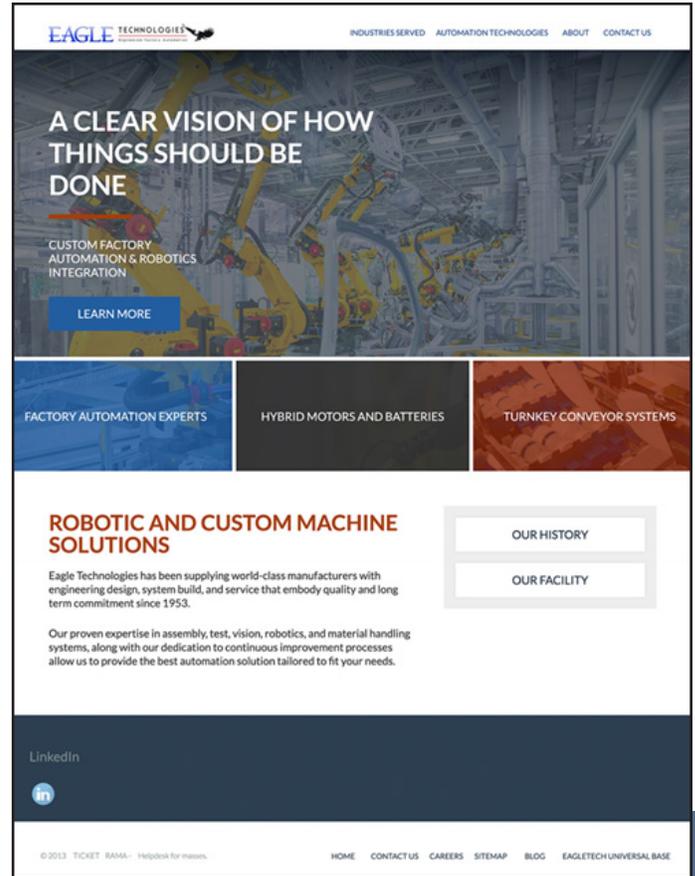
Eagle's old page had a stodgy design, and we knew that our initial redesign would never be anything more than a stopgap until we could do the job properly. However, it did its job well. Although both pages are too short, the refresh cut down a lot of the clutter and gave the user a clearer navigation path with the three colored boxes below the splash.

Despite the refresh, both pages were too short, with messaging that failed to grab attention or communicate Eagle's true value. When the time came for an overhaul, we were eager to give the entire site the aspirational treatment it deserved.

PREVIOUS DESIGN: HOMEPAGE



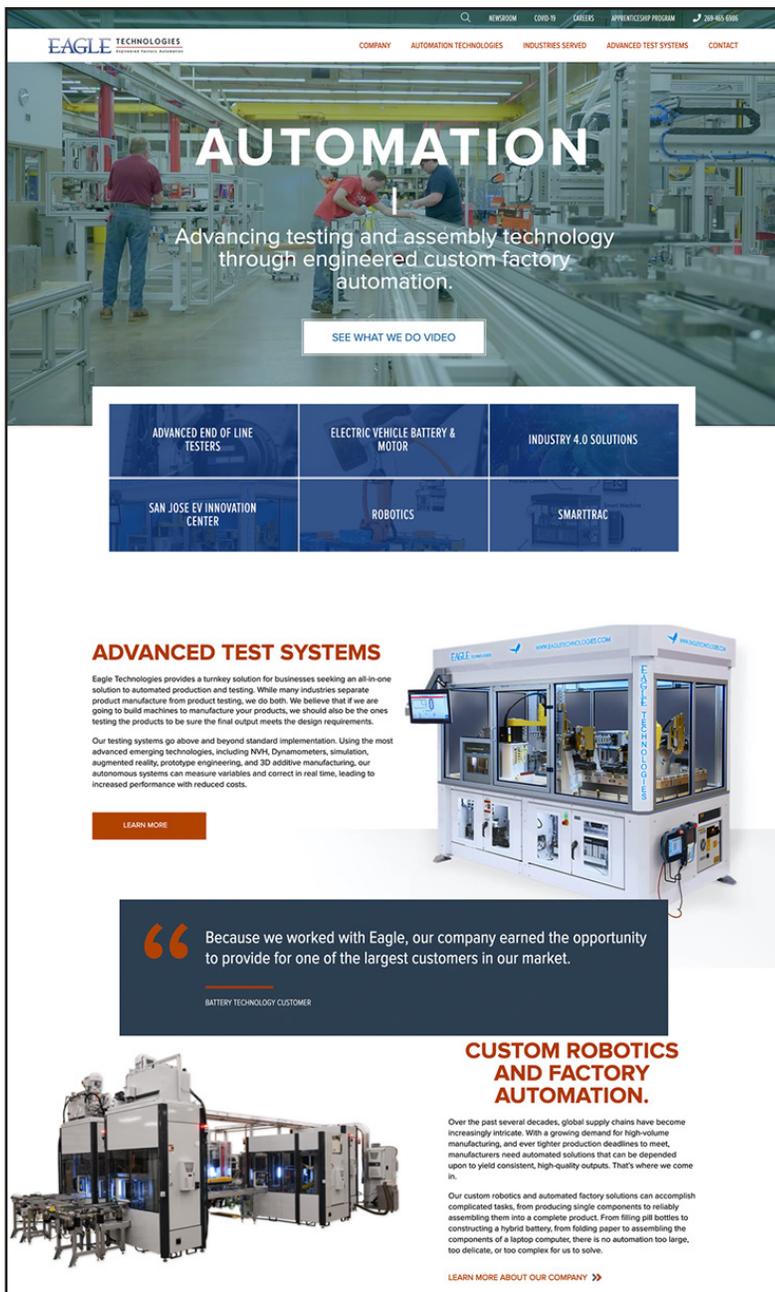
INTERIM DESIGN: HOMEPAGE



THE RESULTS: DESIGN

We built the new site to have a longer homepage, with more content areas that would draw visitors deeper into the site. We rethought user paths, and included calls to action that highlighted key content pages. Finally, we added a contact form at the bottom of the homepage to facilitate engagement.

REDESIGN: HOMEPAGE



New homepage uses a splash video montage showcasing their engineers at work building automated factory assemblies.

Call-to-action is for their new brand video.

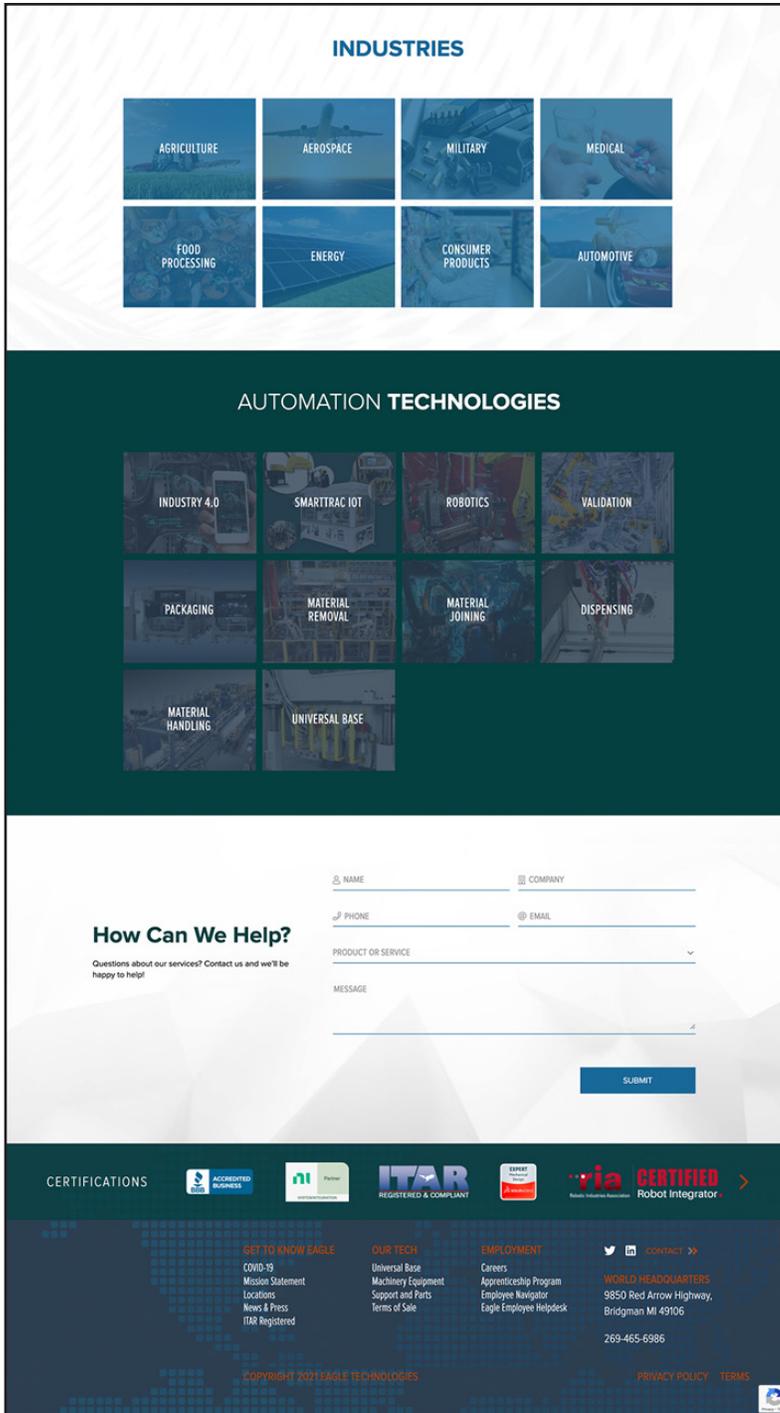
This section draws attention to the most important pages of the site, so visitors are guided to high-profile pages without needing to go through the navigation menu.

Knowing this was a growth area for their business, we highlighted their test systems by bringing this text section higher up the page.

Testimonial quote as trust signifier.

Using images isolated from their backgrounds helped us keep the design open.

THE RESULTS: DESIGN



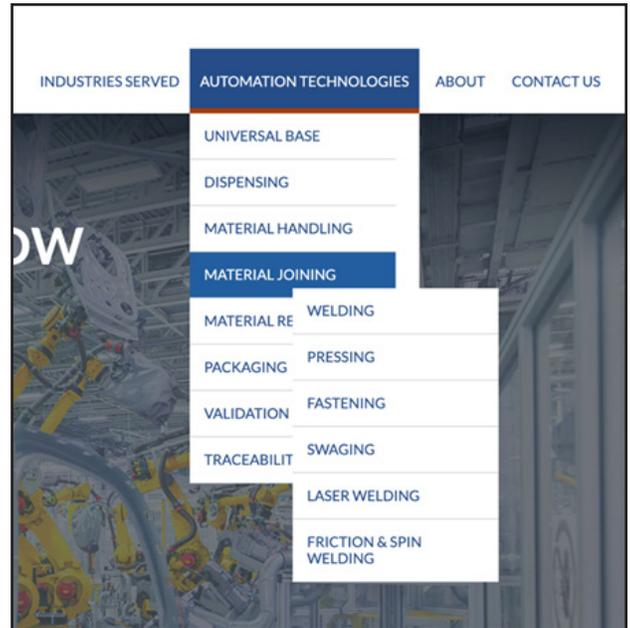
The longer page length gave us space to build user pathways to the Industries and Automation Technology sections.

A contact form at the bottom gives visitors a clear next step.

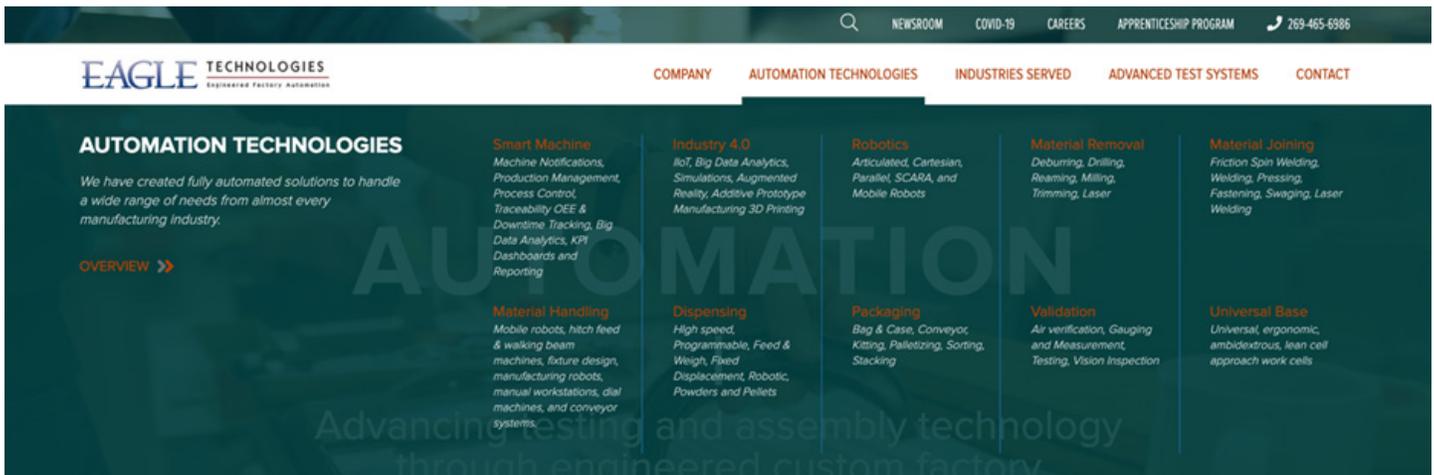
THE RESULTS: DESIGN

DESIGN SPOTLIGHT: NAVIGATION

One of our biggest challenges going in to the redesign had to do with the depth of Eagle’s content pages. Most of the pages under Automation Technologies went another layer of content deep, which can be difficult for users to navigate. We wanted to keep access to deep content levels possible, while reducing user frustration along the way.



We found our solution in the “mega nav,” a new menu design that gives more space to menu items, including a few words or a short sentence of description under each one. Implementing a mega nav made it easier for users to navigate to deeper content pages on the Eagle site without losing track of their place within the site.

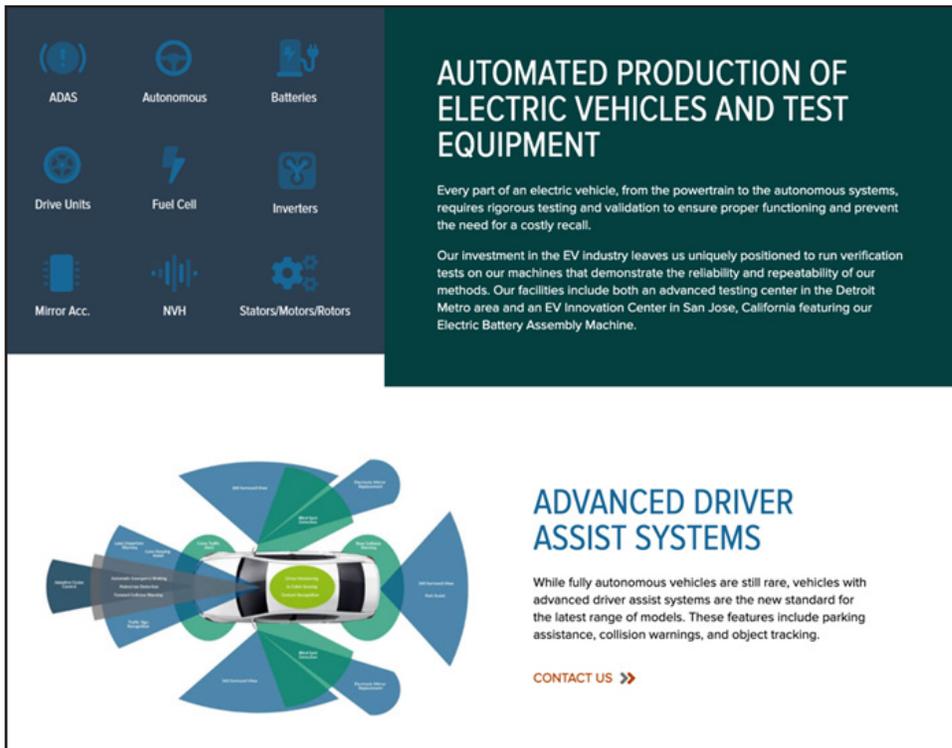


THE RESULTS: DESIGN

DESIGN SPOTLIGHT: SERVICE PAGES

Eagle's old service pages, which hadn't been updated during our homepage refresh project, were in dire need of graphical treatment. They consisted of mostly plain text, bullet points, and the occasional image.

The copy on these pages also needed work. It was clear that they had been put together in a hurry and never truly fleshed out. We were determined to give everything the care it deserved.



Our redesign of the service and industry pages used color blocks, graphics, and icons to add order and visual interest to the page. The increased white space made the content more scannable, while rows of symbols made it easy for visitors to tell at a glance what Eagle was capable of delivering.

In writing the content for these pages, we focused on headlines with short paragraphs of text and CTAs that could draw visitors deeper into the site as they chose.

THE RESULTS:

ONGOING MARKETING SUPPORT

Following the launch of the site, we took on additional marketing deliverables to draw more traffic to the new website. The headline of our marketing efforts for Eagle was a new brand video we made for them, building on a cancelled earlier attempt. We took their creative brief, drew up a story board, and wrote a script for review with Eagle.

Once they approved the treatment, our videographer traveled to their locations to shoot principal photography, B-roll footage, and drone footage. We then edited the video together and hired voice talent for the voiceover. The result is perhaps our favorite video project to date.



Eagle had another unusual request for their website, which we were happy to fulfill. Their sales team often travels to parts of the country where Internet access is not guaranteed and wanted to be able to access website content during sales meetings without having to worry that it would be unavailable due to connectivity issues. In response, we took the full content of the website and adapted it into downloadable resources available on the site, which the sales team could also use as slides during their presentations.

THE RESULTS:

ONGOING MARKETING SUPPORT

We also write three articles per month for Eagle, focusing on industrial automation. Our articles have covered specific automation technologies, emerging Industry 4.0 capabilities, applications for industrial automation in various industries, and Eagle's own organizational philosophy and why it leads to manufacturing success.

In addition to these content pieces, we provide ongoing copy support for communications as needed. The close working relationship we've developed with Eagle has allowed us to home in on key messaging ideas that have led to clearer and more consistent writing across the board.

DELIVERABLES:

- Brand video positioning Eagle in the automation market.
- PDFs of full website content.
- 3 articles per month on industry-specific topics.
- Additional copy support as needed.



Prestige manufacturing requires prestige web design.

There's no question that Eagle is a leader in the field of factory automation. We're proud to have brought their website to a level that accurately reflects the caliber of their company. But this also underscores an important lesson for business owners in any industry: Your website is the new face of your organization. If you want your customers to believe that you are the modern, innovative, quality-conscious business you say you are, your website needs to reinforce that message.

We're proud Eagle Technologies chose us to elevate their brand. If your brand also needs an overhaul, contact us.

You've seen what we can do.

Let us do the same for you.