

CASE STUDY



Transforming a Food Solutions Provider: A Digital Overhaul Leads to 79% User Growth

CHALLENGE

A leading provider of food preservation solutions faced multiple challenges with their existing website. The platform was not designed to cater to an international audience and had a limited product range. As the company specializes in offering solutions for various industry segments, they needed a scalable and user-friendly platform to showcase their extensive product catalog. Additionally, they were undergoing a rebranding exercise.

ACTIONS TAKEN

To address these challenges, we embarked on an in-depth market research phase to understand the specific needs of the target audience in the food preservation industry. Competitive audits and keyword research were conducted to create an SEO-optimized framework for the new website. The site was entirely rebuilt, featuring a fresh green and blue color scheme to align with the ongoing rebranding efforts.

The digital transformation included the creation of an extensive online product catalog, showcasing a range of solutions such as Natural Mold Inhibitors, Milk Replacers, Egg Replacers, and Shelf-Life Extenders. Recognizing the growth potential in Central and South America, a Spanish version of the website was also launched.

CONCLUSION

Our holistic approach, rooted in comprehensive market research and SEO best practices, has not only rejuvenated the client's online presence but also set them on a trajectory for long-term growth. The revamped website serves as more than just a digital catalog; it's a dynamic platform designed to adapt to market shifts and customer needs. This is particularly evident in the specialized sectors it serves, including baking, food & beverage, and pet food solutions.

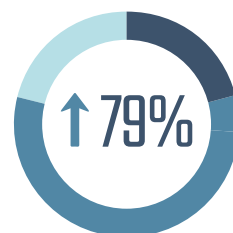
LEARNING LESSON

The project's complexity was heightened by the nuanced differences among the extensive array of products offered. It was crucial to understand the specific needs of each industry segment served, including baking, food & beverage, and pet food. To address this, we designed tailored user journeys for each of these segments, ensuring an intuitive and SEO-optimized browsing experience.

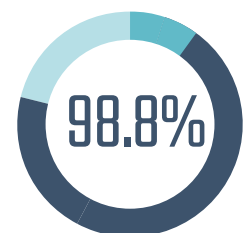
RESULTS

The impact of the digital transformation was both immediate and substantial. Within just 30 days of the website's launch, there was a 79% surge in user growth and a 98.8% uptick in sessions compared to the same timeframe in the prior year. Notably, the average session duration nearly doubled, pointing to increased user engagement and interest.

In terms of search engine performance, the website's ranking for non-branded terms soared by an average of 35 positions within the first month alone, significantly outpacing competitors by nearly double. Remarkably, even in the face of three major Google algorithm updates, the website's traffic remained stable, underscoring the robustness of its SEO foundation. Furthermore, the site's performance metrics saw a marked improvement, with its GTmetrix score elevating from a 'D' to a 'B'.



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