

JANUARY - SEPTEMBER 2019

Smartbridge.com Website Overhaul

Analytics, Highlights and Growth

PROJECT SMART GOAL:

Create a flexible, multisite network to go live by December 31st, 2018, that will show increased growth of traffic around our new seven service lines within three months of go live.

This goal would be achieved if we focused on meeting these objectives:

- ✔ **Objective 1:** Create an agile framework to build out our messaging around the seven new core service lines finalized within the last year. It must accommodate future microsites easily and maintenance on over a dozen different 'sites' has to be centralized. For 6 of the microsites, various forms of original content had to be developed to give subject matter breadth to the service line.
- ✔ **Objective 2:** Vast improvement to the customer journey, focusing on information architecture and how one moves through each of the networked sites. Limit the content "noise" and keep the visitor focused on the main messaging.
- ✔ **Objective 3:** Implement advanced SEO techniques focusing on content and technical aspects that were ignored previously. Eliminate the keyword cannibalization by creating cornerstone content pieces around long-tail keywords. And most importantly, Google didn't see us as an authority on some of our most critical business lines, due to others having stronger, more consistent content, thereby forcing search engines to ignore our less active pages and keywords. The success of one business line meant damaging another, as the keywords had no relation to each other in Google's eyes.
- ✔ **Objective 4:** Care for all visitor types: strategic customers (clients who fit our ideal customer profile and bring the most revenue), prospects (whether organic from web searches or brand aware), and potential job candidates of all experience levels.
- ✔ **Objective 5:** Plan a masterful migration that will limit the negative impact that slug changes and microsites will have on Google search temporarily, as is typical during a significant design or domain change. In this case, we had both.



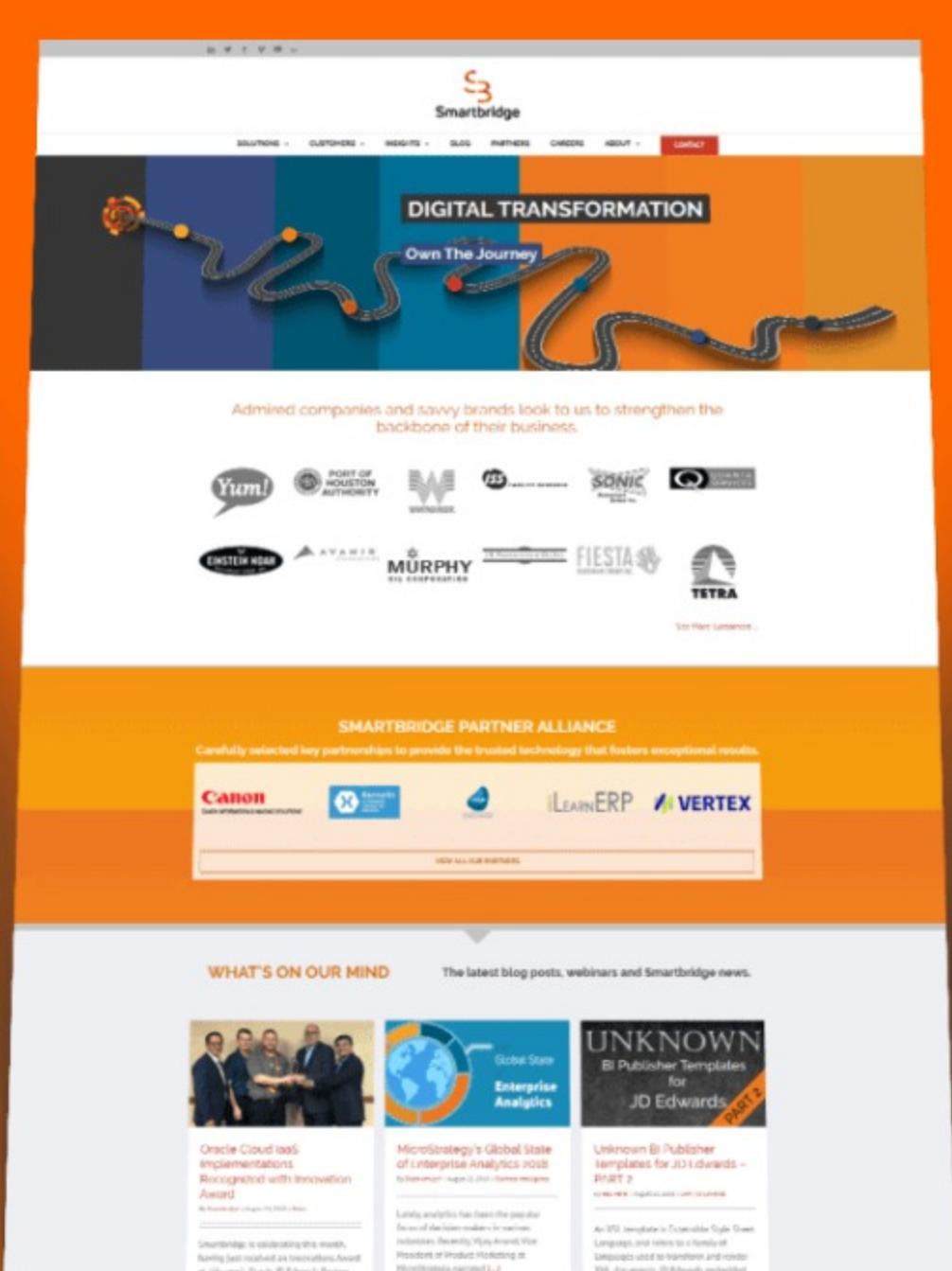
Website Network:

- Smartbridge.com
- Smartbridge.com/digitalinnovation
- Smartbridge.com/appintegration
- Smartbridge.com/modernization
- Smartbridge.com/mobility
- Smartbridge.com/datamanagement
- Smartbridge.com/data
- Smartbridge.com/automation
- Smartbridge.com/blockchain
- Smartbridge.com/jdedwards
- Smartbridge.com/restaurant
- Smartbridge.com/netsuite

Networked sites with their own branding:

- getfoodops.com
- getkitchintel.com
- crisis360.com
- transformitpodcast.com
- jdeupgrade.com

the OLD



MORE SNAPSHOTS OF 2018 SMARTBRIDGE.COM FROM WAYBACK MACHINE

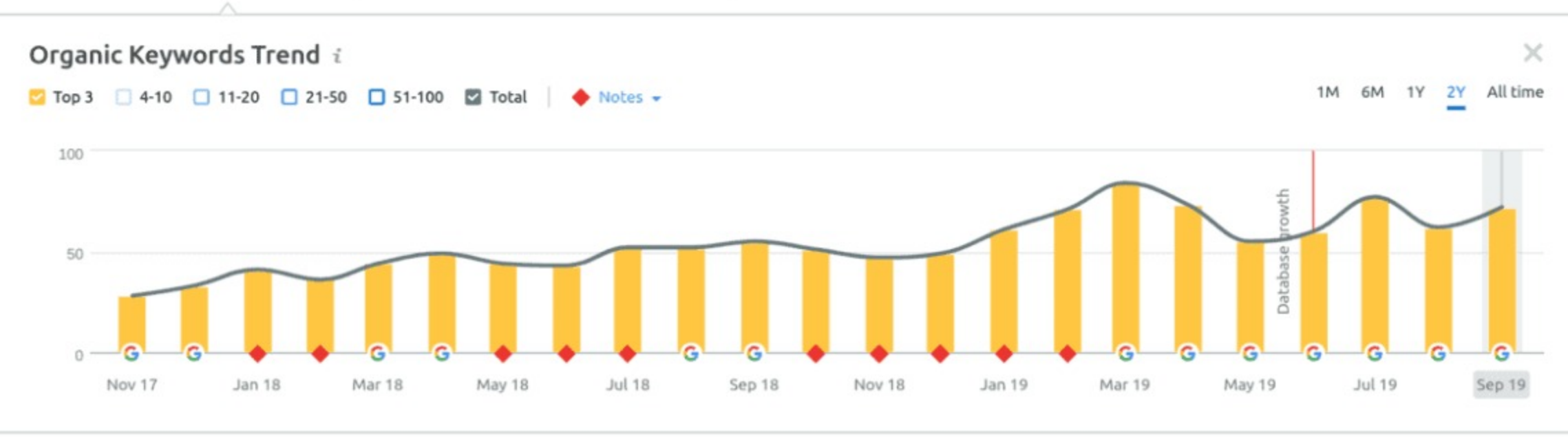
the NEW



DELIVERABLE HIGHLIGHTS

- Fully responsive (with reduced content for small screens)
- Video SEO
- Migration process documentation
- Page and site templates
- Password-protected Style Guide webpage
- Accessibility considerations (font size, alt tags)
- Redirects and 301 database
- Image optimization process guide
- Speed improvements
- Hosting migration (WP Engine)
- Vanity URLs

BY THE NUMBERS



The number of organic keywords where Smartbridge.com appears as the Top 3 have, on average, been around 40-60 in 2018. In 2019, we are on track to show up in the Top 3 for 60-80 keywords. In total, Smartbridge.com shows up on SERPs for over 4,000 keywords. Several of the new microsites put us on the map for the first time ever with critical long-tail keywords.

130
Leads Generated from Website Forms since Launch

6
Opportunities Created From Inbound Inquiries

4
Hours after go-live for 1st qualified lead to come in

12%
Increase in Pageviews

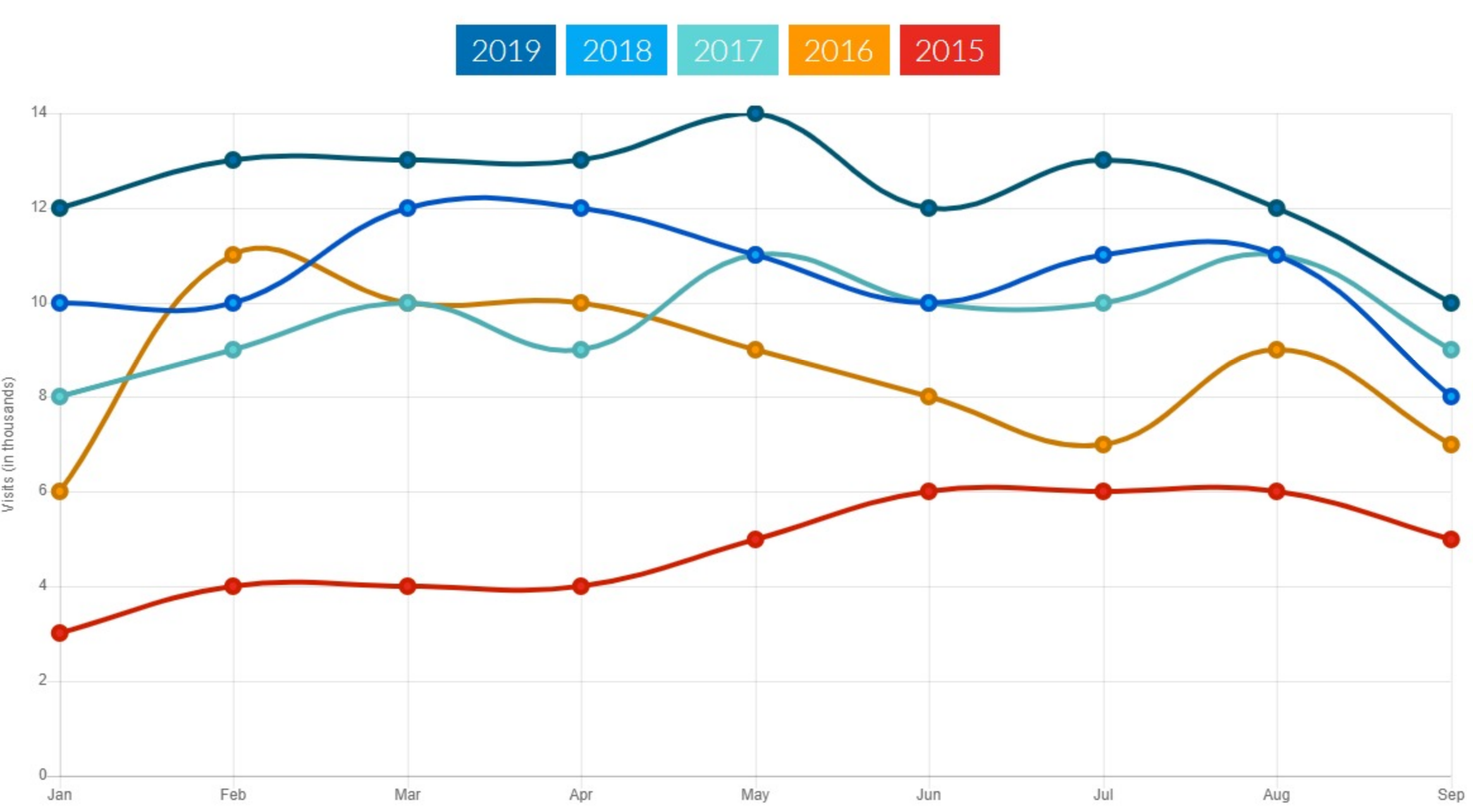
10%
Increase in Unique Pageviews

0.07%
Increase in Time on Page

15%
Increase in Entrances

1.5%
Decrease in Bounce Rate

Website Traffic Growth, Year over Year



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