



CASE STUDY

Web site creation, authoring and management

The task

A major company had developed their web site but found that web traffic was not repeated and that users were unable to find the required information easily and were not returning to the site on a regular basis.

Tangram was commissioned to review the site, develop the materials in the site and improve customer satisfaction with the site.

What we did

Some web sites are simply 'brochures on the web' and offer little additional information or added value to the visitor. Tangram took the view that the clients site had to offer the visitor more than this.

Tangram reviewed the site design, structure and content.

Tangram reviewed and modified the site design to make the user interface faster and easier to navigate.

Tangram reviewed and modified the site structure to make user navigation faster and easier.

Tangram produced substantial content for the web site to improve the visitor experience and to offer the visitor more than simple 'eye candy' that did not add to their knowledge.

Tangram established systems for generating additional content inside the company to continuously extend the web site and keep it relevant and up-to-date.

The benefits

- Visitor numbers, particularly those of repeat visitors, increased substantially.
- The easier navigation and site design encouraged visitors stay on the site longer and to visit more pages on the site.
- Visitor satisfaction with the web site increased substantially.
- The web site gained rankings in all the major search engines.
- The company experienced increased sales from the web site due to the increased traffic and satisfaction.

More details?

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