

TECHNOLOGY ENABLED SERVICES: TO UPGRADE THE BRAND'S IDENTITY USING SEO STRATEGIES AND INTEGRATING THE BACKEND

TECH STACKS:



HTML



CSS



Wordpress



MySQL



Redis Server



CLIENT:

The Client helps companies monitor uptime performance for business transparency and promptly notify customers about service status

CHALLENGE:

A strong site design and revamp of the logo for a more modern and minimalist design. The client felt the need to update their site-wide messaging for their service offerings and update the overall strategy to create a logical order for members to understand the scope of their capabilities.

SOLUTION:

We incorporated SEO foundations and ensured that they received quality leads for future growth. Improved overall site architecture and navigation to enable easier browsing and a more frictionless experience. Focused on creating a more user-friendly 'Services Section' with filtering and searching to ensure maximum accessibility.