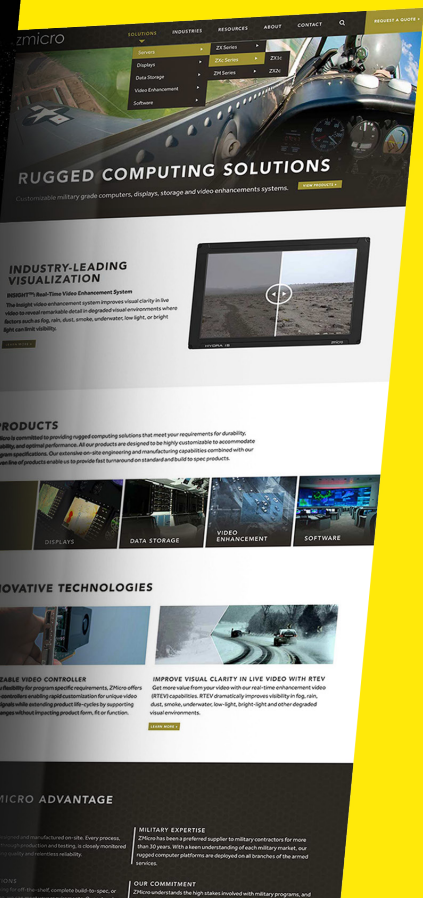
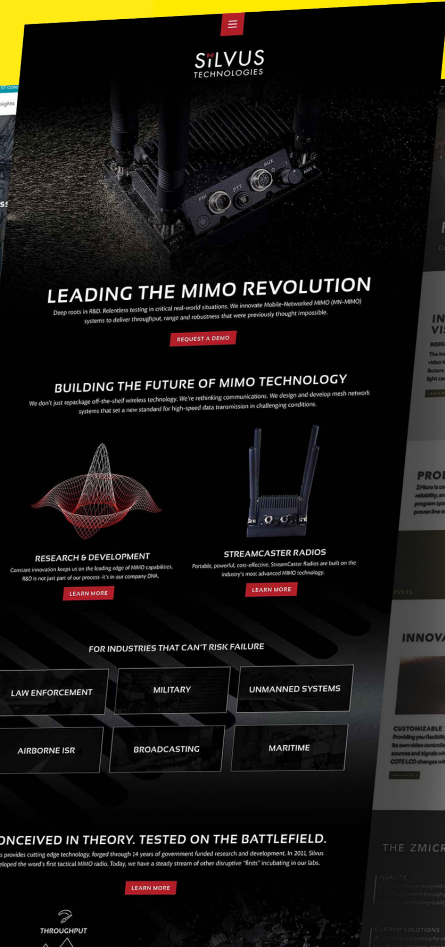
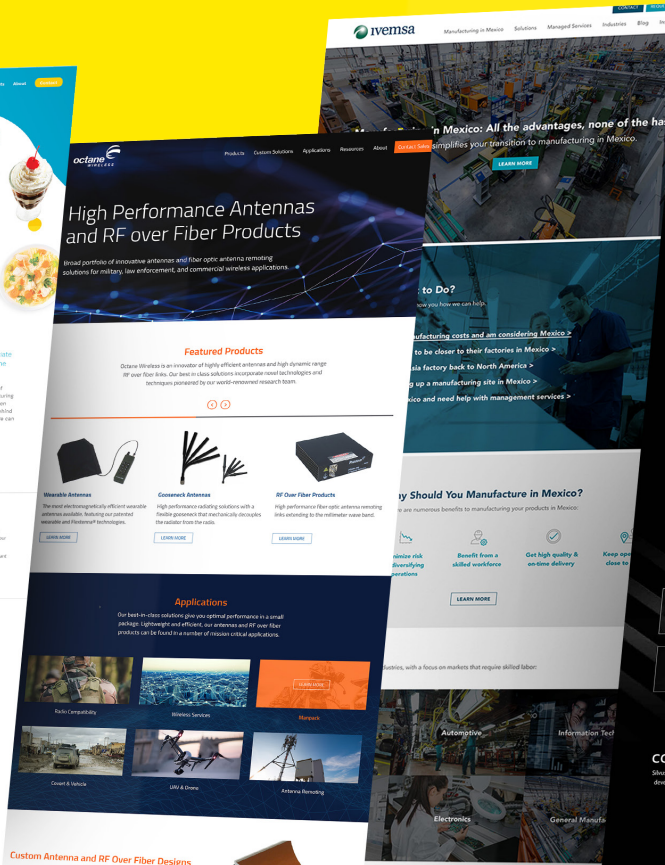
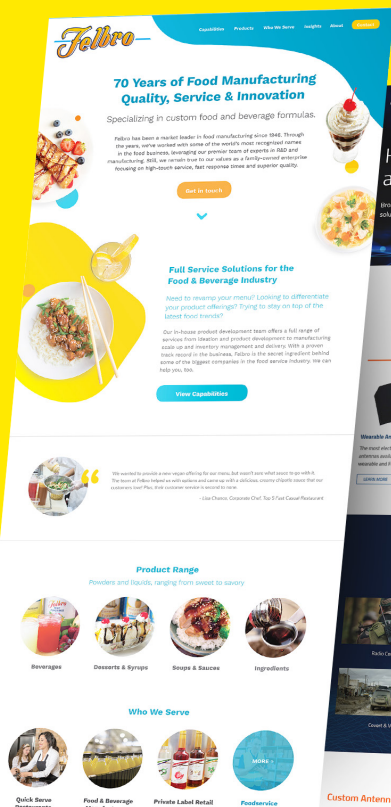


INDUSTRIAL CASE STUDIES

NEW WEBSITE LAUNCHES

BEFORE & AFTER

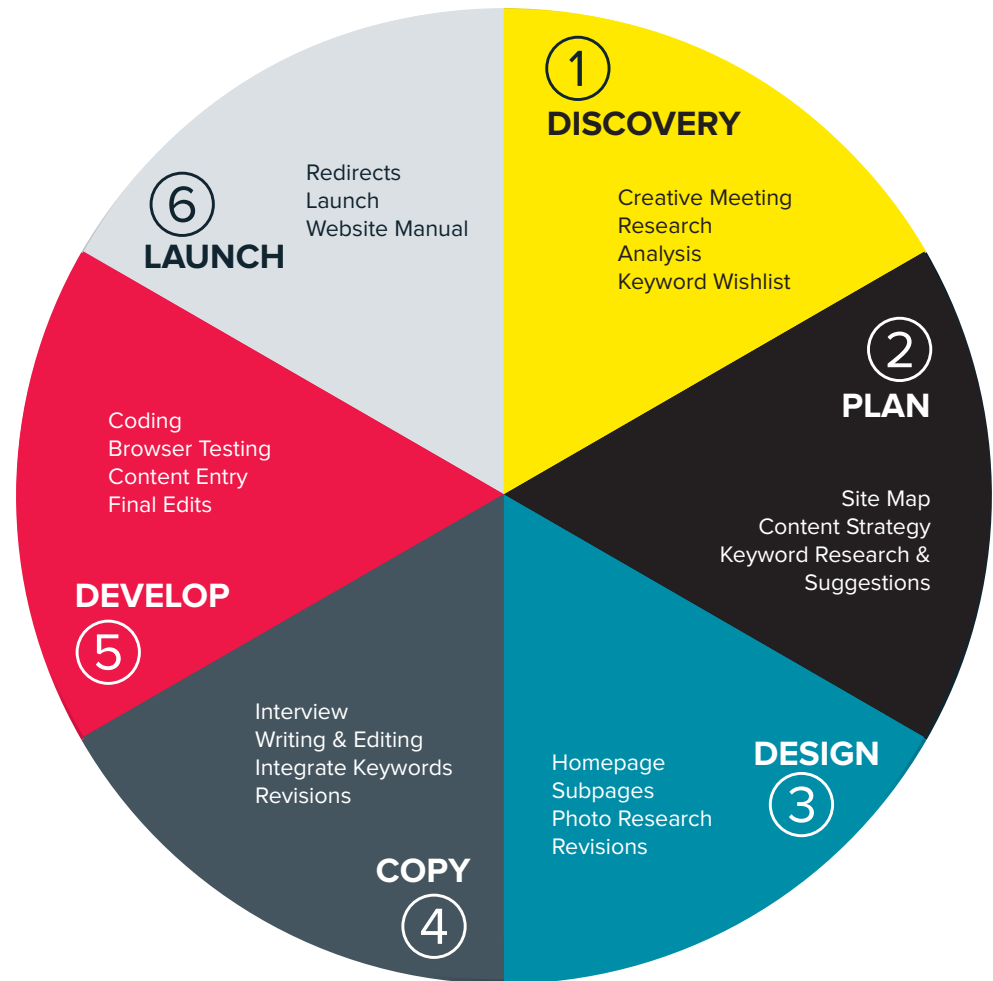


Industrial

New Website Launches:
Before & After Statistics

As a B2B web design and marketing firm, we believe that innovative, dynamic websites are not just for consumer-facing brands. B2B industrial websites can also be mobile-first, professional, and interesting.

At Bop Design, we create websites and marketing materials focused on clear company branding, increasing lead generation, and sales. Every design we create is exclusive to the company, but we have gathered some of our greatest successes from Bop Design industrial clients:



ZMicro

zmicro.com

Ruggedized technology company, ZMicro, hired Bop Design to create a website that serves both B2B and B2G marketing objectives. The website and brand messaging better resonates with decision makers in the following target markets: military technology, medical, broadcast, air traffic control, and transportation.

Post Launch Results

- Organic Traffic: +33%
- New Users: +220%
- Sessions: +200%
- Page Views: +24%

Results are based on 8/1/2017 – 11/1/2017 traffic compared to 8/1/2018 – 11/1/2018 traffic.



Silvus Technologies

silvustechologies.com

Silvus Technologies hired Bop Design to ensure that their new website was consistent with their cutting-edge technology. The end result better showcases the company as technology-driven and forward thinking, appealing to decision makers in military, government funded research, law enforcement, TV broadcasting, etc. The website also acts as a “living, breathing” resource center on MN-MIMO topics and creates a strong foundation for future marketing communication efforts.

Post Launch Results

- Organic Traffic: +56%
- Sessions: +24%
- Page Views: +11%
- Bounce Rate: -15%

Results are based on 2/22/2018 – 3/22/2018 traffic compared to 2/22/2017 – 3/22/2017 traffic



IVEMSA

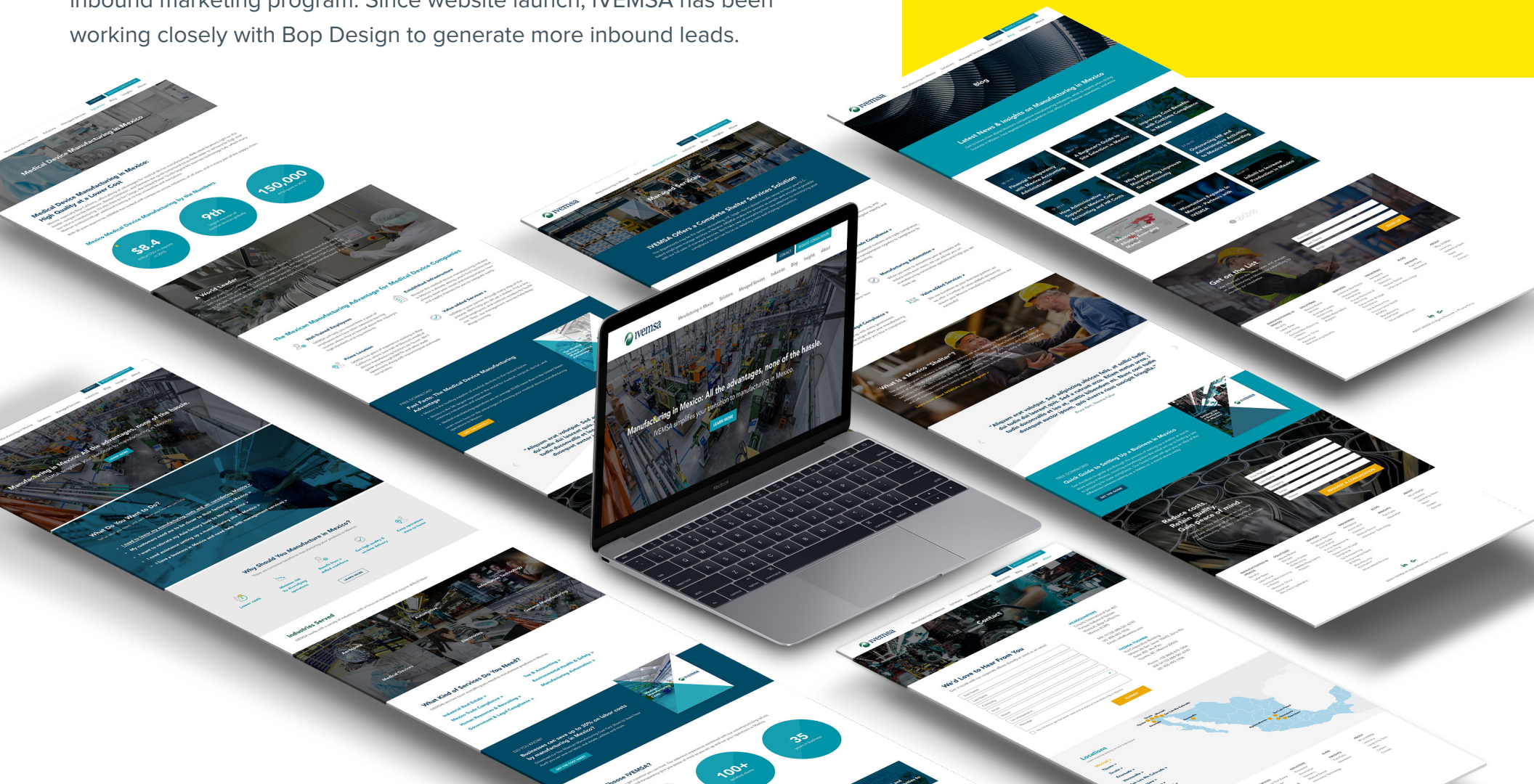
IVEMSA.com

Mexico shelter services provider for manufacturers, IVEMSA, approached Bop Design to craft a new website that positioned the firm as a global organization. The finished website showcases the global experience of IVEMSA through a compelling brand story. It also sets the stage for IVEMSA to complement outbound efforts with an inbound marketing program. Since website launch, IVEMSA has been working closely with Bop Design to generate more inbound leads.

Post Launch Results

- Organic Traffic: +33%
- New Users: +62%
- Sessions: +64%
- Pageviews: +88%

Results are based on 1/30/2018 – 5/30/2018 traffic compared to 1/30/2017 – 5/30/2017 traffic



Felbro

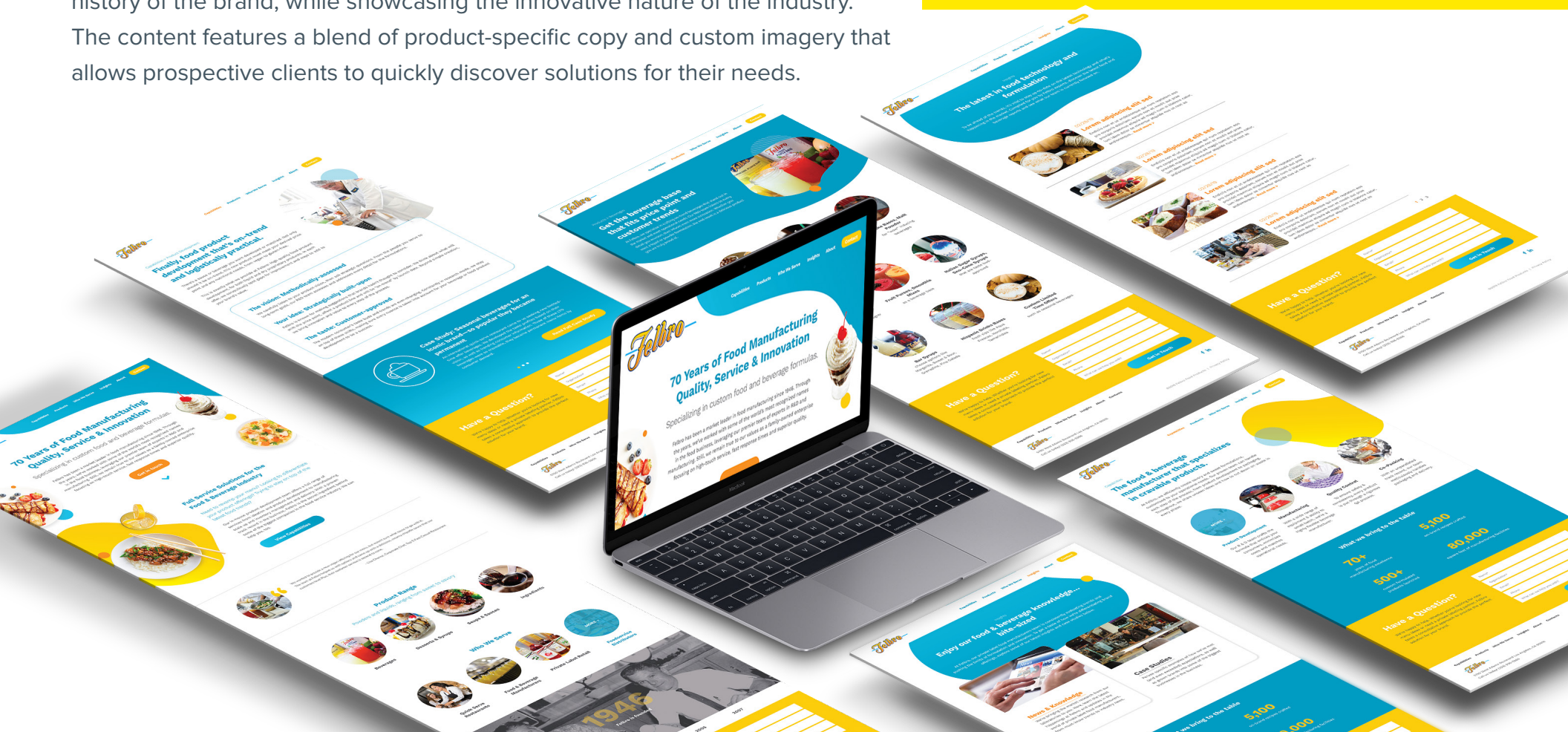
felbro.com

Felbro, a market leader in developing and manufacturing custom formulations of beverages and sweet and savory sauces for restaurant chains, food manufacturers and retailers, hired Bop Design to update their website to reflect their innovative and forward-thinking characteristics. With over 70 years of B2B experience in the industry, Felbro has been consistently learning and adapting to the evolving market to provide their customers with the knowledge to stay ahead of changing consumer tastes. The new website highlights the established history of the brand, while showcasing the innovative nature of the industry. The content features a blend of product-specific copy and custom imagery that allows prospective clients to quickly discover solutions for their needs.

Post Launch Results

- Organic Traffic: +20%
- New Users: +22%
- Sessions: +31%
- Page Views: +31%

Results are based on 7/9/2018 – 8/9/2018 traffic compared to 7/9/2019 – 8/9/2019 traffic.



Octane Wireless

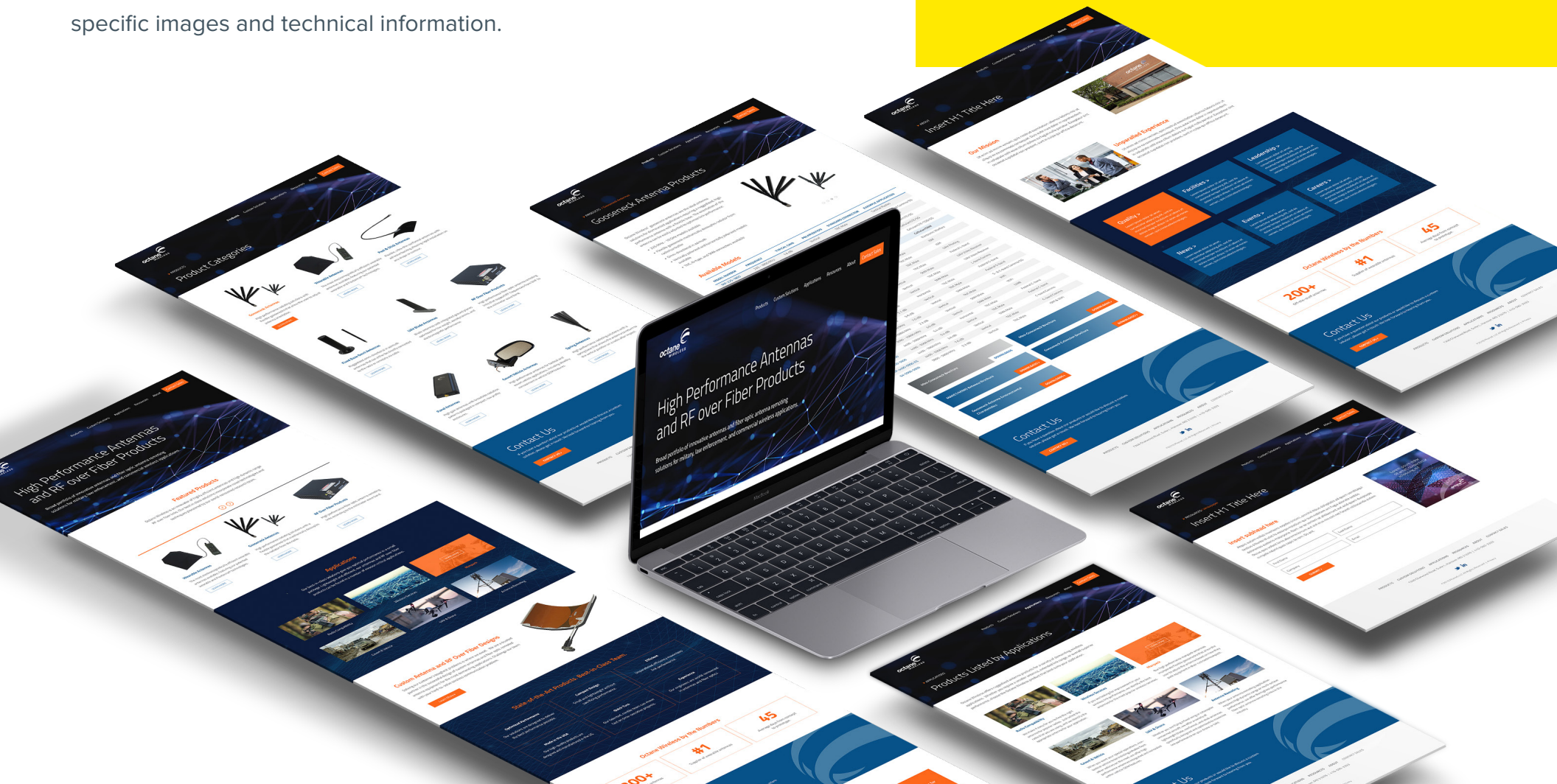
octanewireless.com

Previously known as Pharad, Octane Wireless is known for their innovative manufacturing and design of high-performance specialty antennas and fiber optic remoting solutions. The client reached out to Bop Design to refresh their brand and create a modern B2B website that reflects their innovative and high-tech culture. The new website organizes over 130 branded products into accessible and adaptable tables with product-specific images and technical information.

Post Launch Results

- Organic Traffic: +100%
- New Users: +69%
- Sessions: +41%
- Pages/Session: +5%
- Page Views: +79%

6/12/2018 – 8/12/2018 traffic compared to 6/12/2019 – 8/12/2019 traffic.



About Bop Design

BOP DESIGN[®]

Bop Design understands that in order to grow your business, a holistic approach is required. Compelling design, content marketing, SEO (search engine optimization), SEM (search engine marketing) and social media are all valuable lead generation tools, but they need to be combined into a highly focused, cohesive strategy that targets your desired market.

We believe that every business, regardless of its size, deserves cost-effective design and comprehensive marketing solutions. We work primarily with business services firms—usually ones with fewer than 100 employees—that are serious about growing.

START YOUR WEBSITE PROJECT TODAY!

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