Engineering

As a professional marketing firm with extensive experience working with B2B engineering businesses, we believe that remarkable design isn't just for startups and consumer-facing brands. B2B engineering websites can be professional, functional, and striking, all at the same time. At Bop Design, we produce websites and marketing materials that highlight company branding, foster lead generation, and are tools for the sales organization. Every design that we create is custom and original, but we have singled out our best designs from Bop Design engineering clients.
IXI Technology, a veteran-owned small business providing advanced electronics and software technology, enlisted Bop Design to create a modern, responsive website. The new website is more compelling, better represents the brand, showcases the 60-65 products IXI Technology offers, and is a strong foundation for future marketing efforts. The responsive website easily directs visitors to the appropriate industry application area of the website, reducing the number of clicks needed to find information and learn more about IXI Technology’s offerings.

**Post Launch Results**

- Visitors: 22%+
- Pageviews: 33%+
- Pages/Session: 10%+

*Results are based on 3/1/2015 – 5/1/2015 traffic compared to 11/1/2014 – 1/2/2015 traffic*
A.O. Reed & Co.
www.aoreed.com

As a 100-year old contractor based in San Diego, A.O. Reed & Co. approached Bop Design for a new website because the website needed to “step up its game.” A.O. Reed & Co. was interested in a professional web design that represented the company as the established firm it is. The new website designed by Bop Design displays a modern, clean and intuitive user interface and highlights family connections through multiple generations.

Post Launch Results
- Site Traffic: 15%+
- Unique Visitors: 14%+
- Pages/Session: 10%+

* Results are based on 1/1/2015 – 3/31/2015 traffic compared to 4/1/2014 – 6/29/2014 traffic
Integrant
www.integrant.com

A San Diego-based software development firm that works with global brands, Integrant was interested in a website design update. Bop Design created a new website to position the firm as a global company capable of designing, building, and enhancing custom software for large organizations. The new website consists of new content offers relevant to CTOs, Directors of Software, Heads of IT, Heads of Quality (Engineering), Heads of Quality (Hardware), etc. The overall content strategy helps increase website conversions and generate more leads for the sales department.

Post Launch Results
- Site Traffic: 35%+
- Pageviews: 72%+
- Pages/Session: 28%+

*Results are based on 4/5/2015 – 5/5/2015 traffic compared to 4/5/2014 – 5/5/2014 traffic*
An Orange County calibration company, usCalibration, was looking for a new web design that displayed a sleeker, cleaner, “more corporate” user interface that better resonated with decision makers. The website designed by Bop Design achieves those goals by organizing content in a more intuitive manner—with sections organized by industry (aerospace, auto, energy, medical, etc.) and according to decision makers (logistics, quality directors, purchasing managers, etc.).

**Post Launch Results**

- Site Traffic: 30%+
- Visitors: 20%+
- Average Session Duration: 48%+

*Results are based on 11/18/2014 – 2/18/2015 traffic compared to 8/17/2014 – 11/17/2014 traffic*
About 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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