

SOFTWARE AND SAAS CASE STUDIES

NEW WEBSITE LAUNCHES

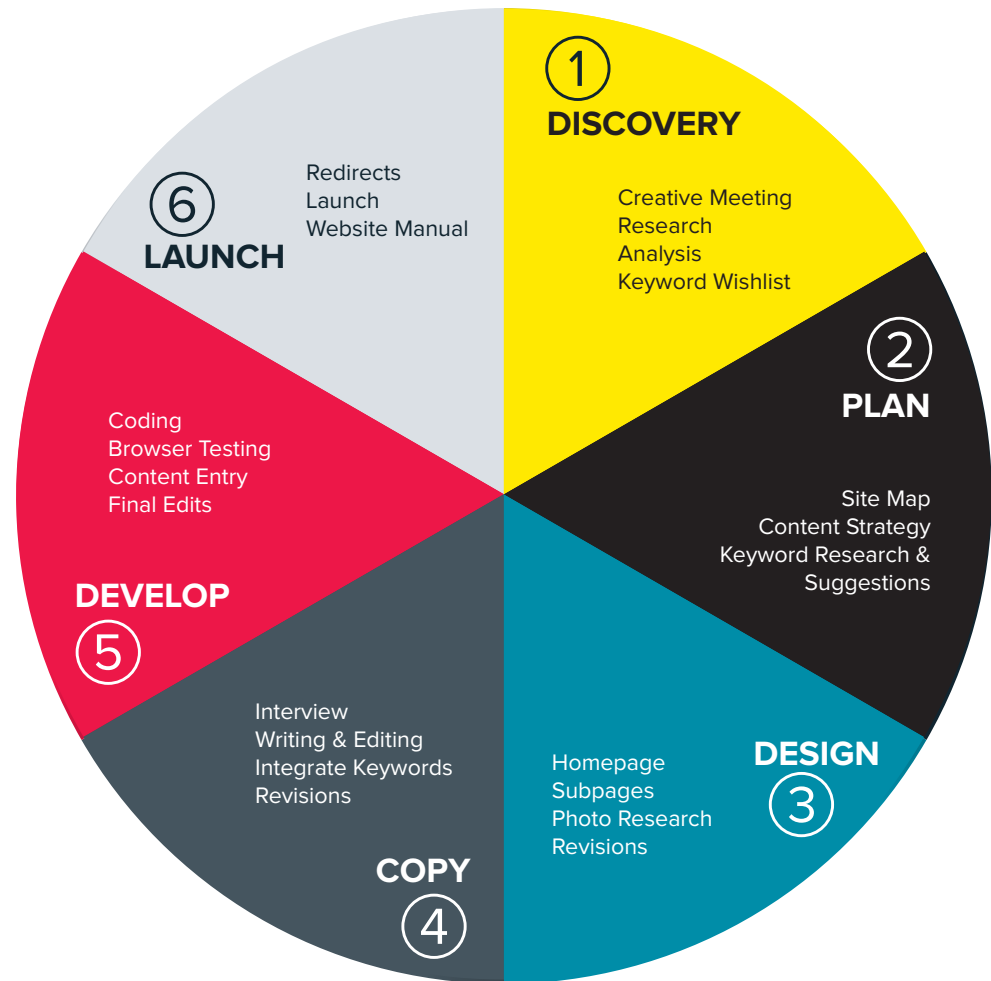
BEFORE & AFTER

The collage displays three website screenshots for OnePoint HR software. The top screenshot shows the 'Before' version of the homepage, featuring a dark blue header with the OnePoint logo and navigation links. The main content area has a white background with the headline 'ONE employee record. ONE service provider. ONE seamless solution.' and a central image of a laptop and tablet displaying the software interface. Below this is a section titled 'The Power of ONE' with icons for various HR functions: Human Resources, Benefits & ACA Administration, Workforce Management, Payroll, Scheduling, Leave Management, and Recruitment. The bottom screenshot shows the 'After' version of the homepage, which is more modern and user-friendly. It features a large hero image of a man with glasses and the headline 'Your one stop shop for all things benefits and wellness.' Below this is a 'Products' section with three cards: 'Health Risk Assessment', 'Customizable Wellness Portal', and 'Enterprise Portal'. The rightmost screenshot shows a 'Before' version of a product page for 'payment processing services for all your sales channels', featuring a dark background and a list of services: 'SALE SYSTEMS', 'ONLINE PAYMENTS', 'MOBILE PAYMENTS', and 'VIRTUAL TERMINAL'. The 'After' version of this page is more organized and includes a 'What Can OnePoint Do for You?' section with four key benefits: 'Reduce spreadsheets and paper forms', 'Log into ONE database to see all employee data', 'Get compliance reports in one simple click', and 'Talk to a real, live person if you have a question.'

Software and SaaS

New Website Launches:
Before & After Statistics

As a website and digital marketing agency experienced in designing and marketing for B2B software firms, we strongly believe that interesting and powerful designs aren't just for B2C firms. B2B software and SaaS websites can be professional, functional, and engaging at the same time. At Bop Design, we produce dynamic websites and marketing materials to extend brand awareness, increase client acquisition, enhance media visibility, and convert leads. Every website design we create is custom and original, but we have chosen a select few of our best designs from Bop Design software and SaaS clients.



MediKeeper

medikeeper.com

The greatest preview of a SaaS company's product should be their marketing website. MediKeeper's website was not giving visitors an accurate sense of the software product so Bop Design was hired to design a new B2B website that better represented the product. The new website better engages with corporate decision makers and has quadrupled leads coming from the B2B website.

Post Launch Results

- Organic Traffic: +37%
- Users: +18%
- Sessions: +26%
- Page Views: +16%

Results are based on 9/22/2017 – 12/22/2017 traffic compared to 9/22/2016 – 12/22/2016 traffic.



OnePoint HCM

onehcm.com

Human resource cloud-based software company, OnePoint HCM, needed a new website that highlighted the cohesiveness of the software, as well as the stand-alone software modules. The new B2B marketing platform communicates to three primary target personas: Existing Employer Clients, Prospective Employers, and Clients and Current Partners—displaying clear paths to corresponding website conversions (request presentation, web login, customer service, etc.).

Post Launch Results

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- Pageviews: +16%
- Sessions: +26%
- Users: +18%

Results are based on 9/22/2017 – 12/22/2017 traffic compared to 9/22/2016 – 12/22/2016 traffic.



Quantum Electronic Payments

quantumelectronicpayments.com

Payment services firm, Quantum Electronic Payments was in the market for a new website that resonated with B2B and B2C decision makers and created a strong foundation for future marketing communication efforts. The website created by Bop Design speaks to business owners, founders, controllers and CFOS while giving the Quantum Electronic Payments team a tool to support and extend their marketing and lead generation efforts.

Post Launch Results

- Organic Traffic: +45%
- New Users: +611%
- Sessions: +425%
- Page Views: +473%

Results are based on 2/22/2018 - 6/22/2018 traffic compared to 2/22/2017 - 6/22/2017 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.

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