BOP DESIGN ®

SOFTWARE AND SAAS CASE STUDIES

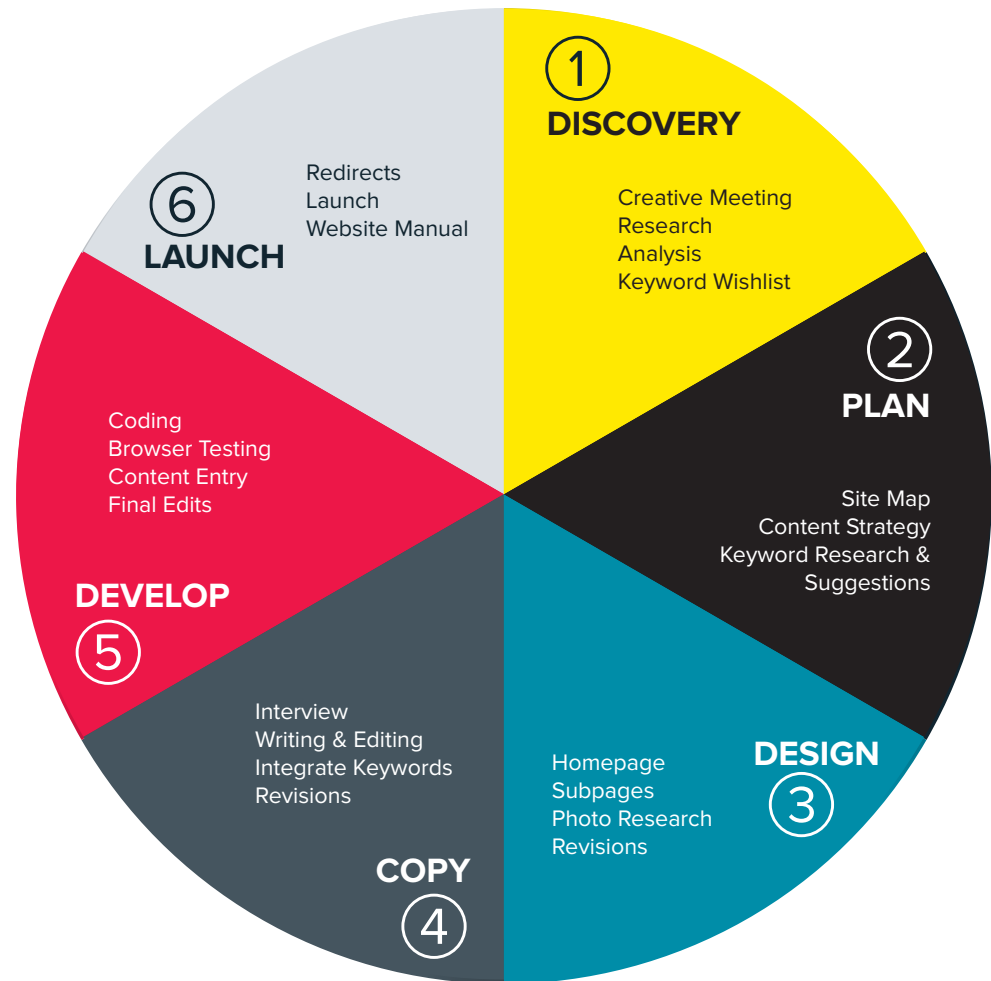# NEW WEBSITE LAUNCHES

BEFORE & AFTER

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.

① DISCOVERY
Creative Meeting
Research
Analysis
Keyword Wishlist

② PLAN
Site Map
Content Strategy
Keyword Research &
Suggestions

③ DESIGN
Homepage
Subpages
Photo Research
Revisions

④ COPY
Interview
Writing & Editing
Integrate Keywords
Revisions

⑤ DEVELOP
Coding
Browser Testing
Content Entry
Final Edits

⑥ LAUNCH
Redirects
Launch
Website Manual

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

- Organic Traffic: +37%
- 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 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!

888.670.7803 | info@bopdesign.com | BopDesign.com

CONNECT WITH BOP