



OPPORTUNITY

The Governor's Office of Economic Development for the state of Utah sought an agency that could revitalize their aging website and simplify its backend capabilities. They wanted an attractive new site that could be easily updated without extensive technical knowledge.

STRATEGY

Implementation of new technologies around digital publishing

- Cutting edge design with key consideration to user experience and conversion

Creation of a new website with the following features:

- Mobile-friendly interface
- Robust content management system
- A custom database with corporate incentives search feature

Restructuring of site's information architecture

RESULTS

- Winner, Outstanding National Economic Development Website of the Year
- Increase of 182% more mobile visitors from year to year
- Traffic increase of 44%
- Page views increase of 26%
- Bounce rate improvement of 7.9%

↑ Organic traffic increase of 196%

