

## OPPORTUNITY

Shelly came to us with an outdated brand, including an archaic website whose lead generation fell considerably short of their goals. We set out to transform their website into a lead-generation tool, asking ourselves how we could create a more effective conversion funnel and help Shelly offer a better website user experience.

## STRATEGY

- Complete website redesign with lead generation in mind
- Inclusion of additional online tools to simplify business, including interactive mapping feature with robust filtering capability, and intuitive forms for equipment rental and work orders.
- Extensive search engine optimization and digital marketing over several months

## RESULTS

- Increase in traffic of 70% over a year
- Organic traffic increase of 150%

Mobile traffic increase of **173%**

