

Case Study:

Wakefly Helps the Protection Technology Group Design, Develop and Market New Website

Across The Board Improvement in Usability Metrics & Online Lead Flow Increases 200%

Background

For over four decades PolyPhaser, Transtector Systems, DOWIN, LEA International and RO Associates have worked to become industry leaders in design, manufacturing and consulting of power and signal integrity solutions used to protect communications systems and critical electronics from lightning and power anomalies. Together, these brands form the Protection Technology Group. The Protection Technology Group is a business division of Smiths Interconnect, which in turn is a division of the Smiths Group. The Smiths Group is a global leader in providing products and services in the medical device, energy, communications and engineered component sectors.

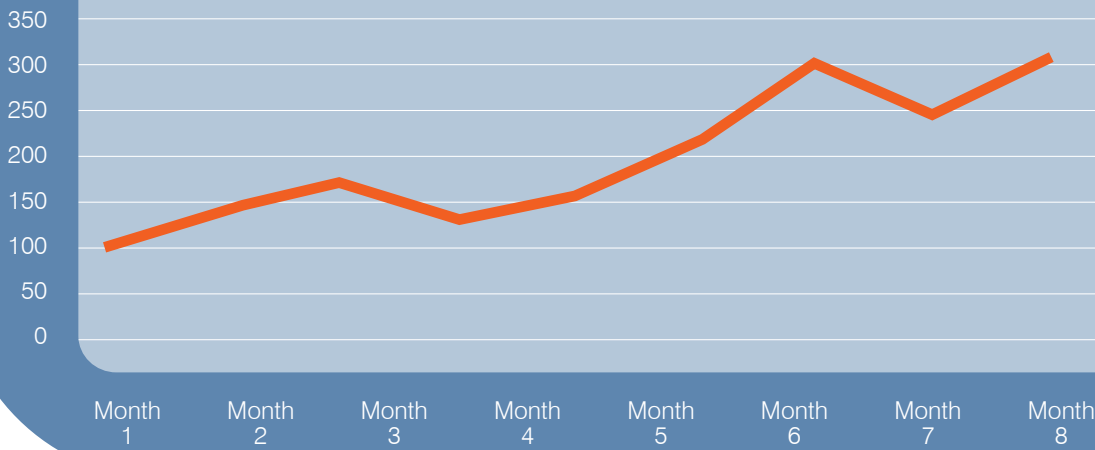
Average Monthly Visitors		
Baseline	Post Launch	% Change
11,100	17,500	+60%



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or call **1.508.616.2042**

Leads Per Month

An intensive program of search engine optimization, PPC advertising and landing page development has ensured that lead flow continues to improve



Protection Group: The Challenge

The Protection Technology Group (PTG) wanted a new website design and experience for their target markets, including Partners, Commercial OEMs, and Military OEMs. As part of the project, PTG wanted the historic domain names of brands like Polyphaser and Transtector to become part of the newly established ProtectionGroup.com domain. Thus, the new ProtectionGroup.com website needed to express the existing brand strength while creating a powerful new brand experience for all PTG visitors. Equally important was building the website using online marketing best practices as lead generation was a top priority. All historic website traffic was to be thoroughly benchmarked and analyzed, and competitor websites were to be examined for reusable business intelligence - all with an eye towards creating an integrated website that could create an increasing number of qualified opportunities for the PTG sales team and their brands.

The Wakefly Solution

Wakefly's B2B project management team went on-site in Idaho to conduct a comprehensive needs assessment and creative strategy review. Included in this process were extensive interviews and meetings with the sales and marketing teams and high level meetings with top executives. Simultaneously, back at Wakefly's corporate headquarters in Westborough, MA - the search engine marketing team began their data review and competitor review.

From these initial steps, it was decided the solution set had to include a website style that reflected the real brand strength in the PTG companies and that the product catalog needed to be moved from an antiquated database technology to a cutting edge web platform that would ensure intuitive and visually pleasing individual product pages, product category pages and navigation that provided for an overall strong user experience all while seeking to improve upon historically weak conversion rates.

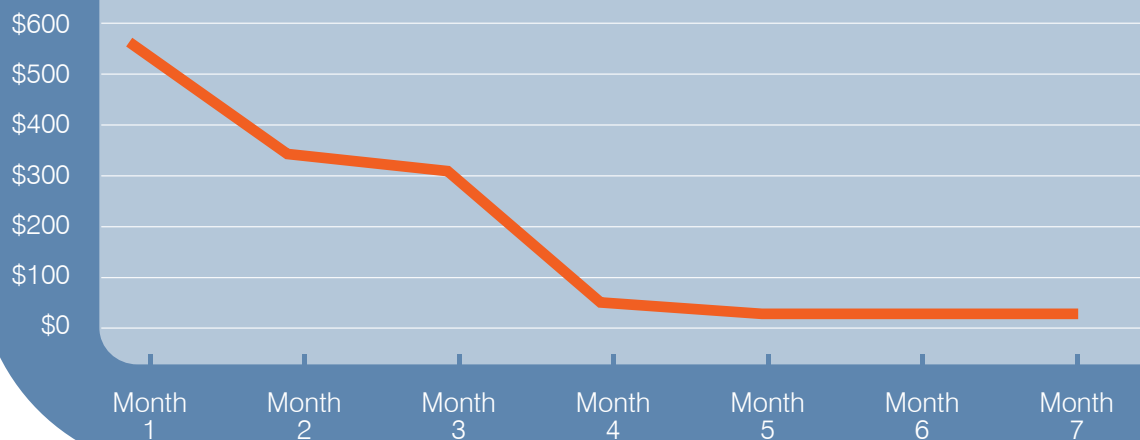
Monthly Leads - After 6 Months of Vigorous Online Marketing		
Baseline	Post Launch	% Change
100	305	+205%



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Cost Per Lead

For paid search initiatives, the cost per lead has steadily fallen



Immediately following the completion of the Idaho kick-off meetings, Wakefly's design and development teams went to work constructing a new website to meet the standards specified in the meetings. The search engine marketing team quickly weighed in on the feasibility of bringing certain historic content into the new web property and built an exhaustive keyword list to be deployed by the new site. The design team created several possible themes for the various page templates needed and, internal teams at Wakefly and PTG worked extensively together to identify the following new conversion opportunities on the site: Customize a Product, Contact Us, Request a Catalogue, Request Product, Get Technical Help, RMA and Distributor Sign-up, all of which were slated for creation immediately. These new forms would be linked to the company's CRM system, Salesforce.com, to enable closed loop marketing.

Within a few short weeks, PTG settled on design templates and site development began in earnest. With an aggressive timeline in place, PTG wanted to emerge from the summer with a vibrant new website that would improve their bottom line.

The New Site Goes Live

When the new site went live the results spoke for themselves. The site resonated well with visitors and immediately began producing more monthly visitors - visitors that stayed on the site longer and looked at more pages - than the historic websites had achieved. This formula was designed to increase lead flow and that is exactly what happened in this case, as PTG experienced an immediate 40% increase in the number of monthly inquiries coming from their web presence.

Average Time on Site for Visitors Originating at Google

Baseline
3:10 sec

Post Launch
5:04 sec

% Change
+62%



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Homepage Bounce Rate

Baseline	Post Launch	% Change
72%	25%	-65%

Building a better designed website with an intuitive layout and easy-to-use features paid dividends as evidenced by the improvement in homepage design. Whereas research found that essentially 3 out of 4 visitors were not historically finding what they were looking for on the respective sites, this improvement has resulted in the tables turning so that now 3 out of 4 visitors were getting the information they needed and looking at more pages on the site.

Average Monthly Visitors

Baseline	Post Launch	% Change
11,100	17,500	+60%

The search engine program, combined with an initial design that was search engine friendly, helped lead to an immediate and long-lasting uptick in traffic. To date, these gains have only been further compounded due to vigorous search engine marketing.

Average Time on Site for Visitors Originating at Google.com

Baseline	Post Launch	% Change
3:10 seconds	5:04 seconds	+62%

Not surprisingly, as visitors looked at more pages they also stayed on the site longer.

Monthly Leads - One Month After Launch

Baseline	Post Launch	% Change
100	140	+40%

With an improved, more usable site - lead flow increased immediately for ProtectionGroup.com.

Monthly Leads - After 6 Months of Vigorous Online Marketing

Baseline	Post Launch	% Change
100	305	+205%

An intensive program of search engine optimization, PPC advertising and landing page development has ensured that lead flow continues to improve



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