

Wakefly Website Redesign for DeCotis Insurance Increases Search Engine Rankings, Visibility and Lead Conversions

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Wakefly's redesign seeks to utilize social media and compelling content to drive business.

WESTBOROUGH, MA – Wakefly, a leading innovative, award-winning web development and online marketing firm, today announced the firm's successful redesign and development DeCotis Insurance Associates, Inc.'s website. The redesign, launched with HubSpot, creates a platform for generating inbound inquiries and improving site ranking across multiple search engines. These improvements help achieve DeCotis' ultimate goal of being found by prospects and converting prospects into leads.

“We are thrilled and excited with the relaunch of the DeCotis Insurance website,” said Jeetu Mahtani of Wakefly. “I am proud of our team for building this platform for DeCotis that will be critical in all its inbound marketing efforts.”

The DeCotis makeover had several key aspects leading to its success. By providing DeCotis with a content management platform, Wakefly has helped the company to streamline content publishing and optimization around targeted keywords to drive traffic. Wakefly also showed them how to engage with social media to establish a community that drives brand recognition. In addition, the compelling content Wakefly produced created landing pages that drive lead conversions.

Mr. Mahtani explained how the improvements worked to achieve Decotis' goals. “The new website, using HubSpot as its inbound marketing platform, enables the DeCotis marketing team to publish content easily, with no IT requirement. This continually generated content attracts targeted traffic. It also converts visitors into leads, with compelling landing pages and offers, turning them into customers for DeCotis. This complete closed loop marketing system is powered by HubSpot inbound marketing. The redesign positions DeCotis Insurance for success today and for a long time to come.”

About DeCotis

DeCotis Insurance is a wholly owned independent excess, surplus and specialty lines firm that was founded in 1989 with offices in Providence, RI and Braintree, MA. With a reputation built on accuracy, customer service and trust, the firm represents large worldwide carriers as well as smaller regional companies. You can learn more at <http://www.decotisinsurance.com> or by calling 401-351-0066 in Rhode Island or 781-794-1400 in Massachusetts.

About Wakefly

Wakefly is an innovative web development and online marketing firm specializing in the lead generation and conversion tools that will deliver a high return on investment. We

offer a proven tactical process to optimize your marketing initiatives across both online and offline channels. Our expert team, with diverse backgrounds in marketing, technology, and creative, has the combined experience that makes marketing easy. We are committed to delivering high-value leads and measurable ROI. For more information, please visit <http://www.wakefly.com> or call +1 (508) 616-2042.