InfinityQS Website Refresh: Facilitating Global Transformation

Refactored

InfinityQS®
Quality Re-imagined

InfinityQS, whose Quality Intelligence software platforms help manufacturers turn quality data into actionable intelligence, needed a brand refresh of their website to more effectively describe their solutions to prospects and customers. After gaining an understanding of what those key audiences needed from the site through research, Refactored launched a new design with enhanced messaging, managed by a Kentico content management system, and with an elevated look and feel to match the client's status as a global market leader.

CHALLENGE: MORE THAN "GOOD ENOUGH"

InfinityQS prides itself on offering solutions that go beyond traditional SPC (see "Client Snapshot: InfinityQS"). As such, it needed a site that reflected its commitment to Quality Intelligence and the customers who strive to make great products.

> *"Our #1 priority is to build a world-class, global lead generation strategy; content and messaging that persuades; and the mechanical underpinnings to help drive sales success over time." – Greg Matranga, Vice President of Global Marketing*

The company's existing website contained plenty of data, but the InfinityQS team wanted content that could speak to customers' needs first and foremost. They needed a multilayered program:

- **Global-ready** content that can be translated into four languages for customers throughout North America, Europe, and Asia
- **Engaging resources** that can help potential customers accelerate a lengthy buying cycle involving multiple stakeholders
- **Seamless integration** of content management, marketing automation, and site personalization systems

The redesigned website would also act as a gateway to progressive sales and marketing efforts and support the launch of a new product platform.

CLIENT SNAPSHOT: INFINITYQS

InfinityQS serves organizations ranging from small, single-production-line operations to the largest global manufacturers across nine key industries. Quality, and the need to measure and quantify it, is the common thread across all manufacturing organizations. InfinityQS generally targets its messages, content, and materials to three main teams: quality, manufacturing, and management. However, IT and executives also play a large role in defining the need, selection, and implementation of sophisticated quality platforms.

OUR SEO STRATEGY

The Refactored SEO strategy starts with an in-depth analysis of your original website, identifying and mapping target keywords and key pages that drive traffic and need to be factored into your new site architecture. We leverage those findings to devise a strategy that optimizes your site map, metadata, and on-page content throughout the design and development process.

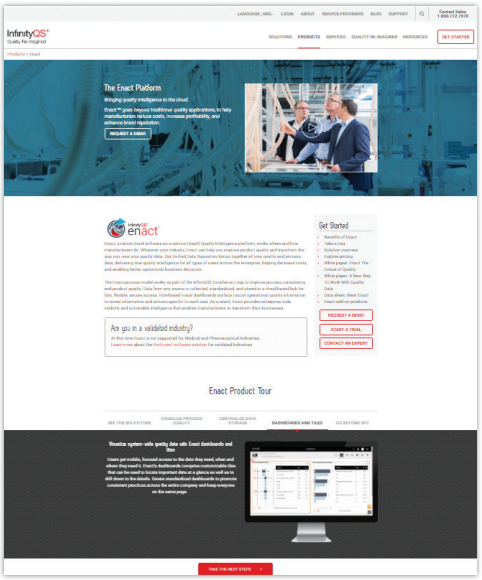
The company enjoys a hard-won high search rank in the SPC field, including a coveted Google answer box on the question "What is Statistical Process Control (SPC)?" This phrase drives 90% of organic traffic to the site.

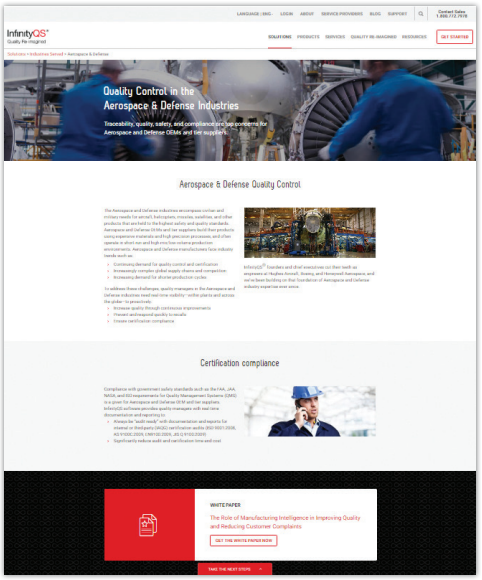
STRATEGY: INCORPORATING EXCELLENCE

Good web strategy starts with understanding the needs and pains of the end customer. Refactored combined product data and SEO research to craft relevant content and engaging experiences that facilitate product learning (see "Our SEO Strategy"). For InfinityQS, we decided on a mobile-first approach to meet the needs of the company's clients: busy manufacturers who were likely to view the site on mobile devices, from the shop floor. As part of this approach, we optimized total page size for mobile devices while ensuring enhanced conversion. We also—

- Chose a modern panel design to leverage **large, powerful images** that highlight the industry environments in which the software is deployed, yet **humanize the client's products** and demonstrate their transformational role
- Used **illustrations, iconography, and video** to **communicate complex concepts**
- Featured **testimonials of satisfied customers** to support specific content and validate the InfinityQS story
- Simplified the site interface, decluttering content to **naturally amplify calls to action** (CTAs)
- **Localized content into four languages,** to support a global audience efficiently and effectively
- Programmed the presentation of **personalized messaging and banners,** based on previous site visits or content program membership
- Redesigned **conversion pages to enhance response**
- Created thank-you pages that **entice visitors to take relevant next steps**

For InfinityQS, conversion to a call is a critical milestone to a sale. "The sooner we can facilitate a demo, the more likely the prospect is to buy," explains John Hicks, Manager of Sales Operations. Because online conversions are so important, all components of the refreshed website needed to be testable, so that InfinityQS could trace how prospects consume the content and continually optimize outcomes. As an established market leader, InfinityQS's SEO was also an important consideration for the website. During the migration to a new site content structure, maintaining the search rank was vital.



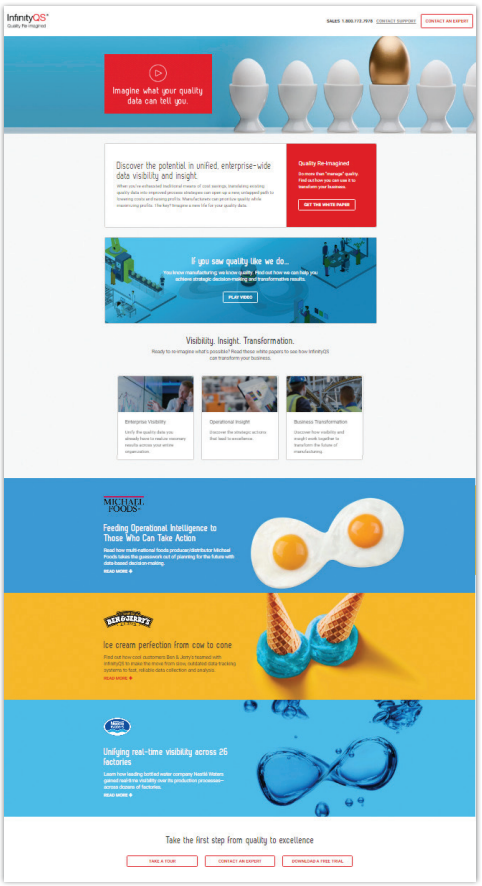


RESULTS: IMPROVING METRICS ACROSS THE BOARD

The refreshed website launched in November 2016. Since then, the site has experienced **improvements in all key site measures:**

- Total visits: up 15%
- New users: up 13%
- Prospects: 14% more time onsite
- Page visits: up 18%
- Mobile conversions: up 34%
- Cost of paid conversions: down 56%
- Paid traffic conversions: up 15%
- Organic search traffic: up 15% (an increase of 964 keywords ranking in Google's top 100 and of 41 keywords in the top 3 positions)

"Our new design has elevated the InfinityQS brand to a new level," says Kevin Work, Creative Director, InfinityQS. Both internal and external content and marketing teams agree that the use of Kentico CMS and a new stage server makes their work more efficient. And our integrations with Eloqua and Marketo have been easy to maintain.

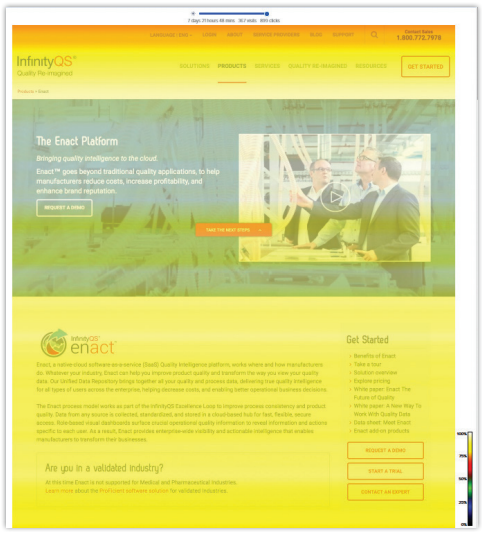


Quality Re-Imagined Campaign Landing Page

ANOTHER LOOK

InfinityQS now has a website that enables it to better serve customers. With support for multimedia content and room to grow, the site reflects the client's dedication to excellence. On a continuing basis, we're facilitating several tests per month (combining data from Google Analytics and CrazyEgg) to improve navigation, boost interaction with CTAs, and increase the page scroll depth metrics on key pages. Based on our findings, we continue to maintain and adjust the website for better performance.

See the new site here: https://www.infinityqs.com/.



SERVICES PROVIDED

- Marketing strategy
- Branding and messaging
- Website development
- Paid search and display management
- Video, photography, and illustration
- Campaigns and events
- Content programs

Powered by Kentico EMS

Gold Key Winner: Website $100K+ Category