

Website Woes to “Wow!” The Power of a Website Refresh

yorCMO
FRACTIONAL MARKETING SYSTEM

CASE STUDY

Overview

Visitors form an opinion about your website in just 50 milliseconds.

That rapid decision will determine whether they stay or leave—and if they like your company overall. With website marketing, there's no time to dawdle.

When one building development solutions company recognized it was time for a website overhaul, they sought out the help of Fractional CMO **Allison Hart** to get them aligned with industry standards, accurately communicate the evolution of their organizational strategy, and more clearly communicate their unique value proposition.

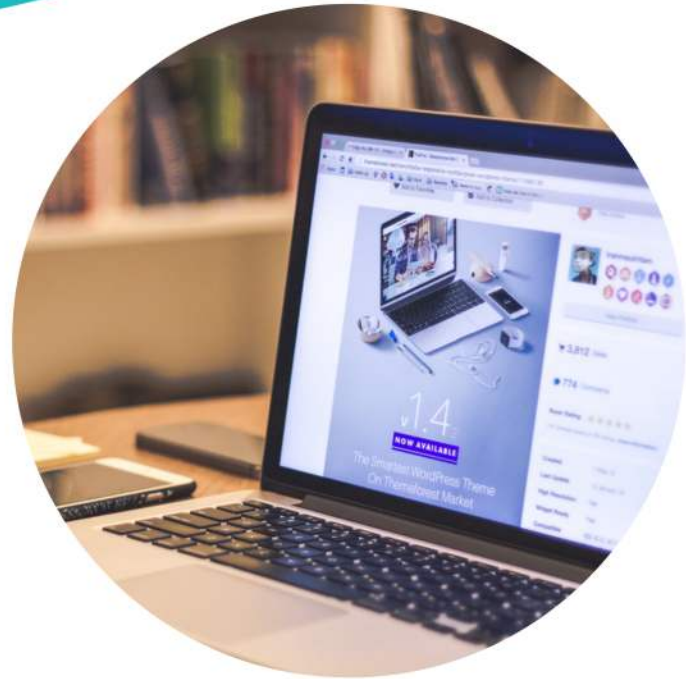
Phase 1: Critical Needs Come First

The first part of the refresh was a problem-solving exercise designed to address critical elements that might keep a visitor from staying on or engaging with the website.

This phase also placed strategic emphasis on eliminating outdated and incorrect information while adding messaging to highlight the client's distinctive best-practice planning process.

One of the most crucial early steps was to create a more intuitive and user-friendly browsing experience for visitors navigating the website by better-organizing information. The first sign of frustration can make visitors move on to the next site, even if the information there is valuable, so creating an effortless, seamless website experience is important.

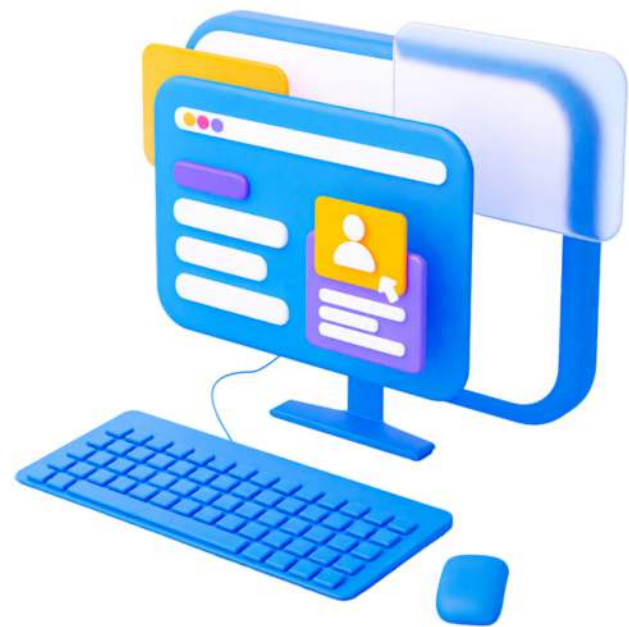
Second, Allison helped the company update their messaging to more clearly reflect who they are, what they offer, and what their expertise is. Visitors spend just a little more than 5 seconds looking at the written content on a website, so the content must land—and quickly. Making sure the narrative is concise, accurate, and memorable can make all the difference.



Next, the company needed to make sure its key differentiator was clearly stated and left a lasting impact.

Allison and the company worked together to shift the focus to their best-practice planning process to showcase their unique value proposition in the industry. The differentiator was strategically positioned as a central theme across the website, making it difficult to forget.

The fourth key strategy involved introducing and structuring the website to engage visitors for lead generation purposes, aligning with the company's evolving business strategy.



Phase 2: Looking Ahead

Websites aren't etched in stone; they should be treated as living, breathing brand assets. While the company is reaping the benefits of its refresh now, they plan to execute a second phase of the refresh over the next quarter.

This phase will build upon the achievements of Phase 1, introducing further enhancements and features to continually elevate their digital presence and market positioning. Allison is also guiding the company on incorporating key inbound marketing tactics such as SEO and blogging to keep the site content fresh and relevant.

Ready for a Refresh of Your Own?

Whether you're in the middle of a website refresh or need help getting one off the ground, a fractional CMO can be a powerful asset to your team.

A fractional CMO works alongside you like a regular CMO—but at a fraction of the cost. Allison Hart has over 20 years of experience supporting companies with impactful strategies that deliver a qualified sales pipeline and revenue.

[Click here to book a call with Allison](#) to get your website off on the right foot for 2024.



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