



THE CHALLENGE

To create a marketing website that will better reach target audiences as well as work to integrate a new website with internal third-party systems.



DIGITAL STRATEGY



UI/UX DESIGN



FRONT END DEVELOPMENT



WEB APP DEVELOPMENT



DIGITAL MARKETING

THE SOLUTION

As a result of an extensive strategic consulting period, SteadyRain was able to outline an enhanced user experience for Carr Lane's audiences. SteadyRain defined a navigation strategy and site map focused on shortening the path to conversion for website visitors and increase opportunities for interaction with the manufacturing company's internal systems.

Deliverables included:

- Increased opportunities for conversion through innovative ecommerce tools
- Decreased costs by outlining strategies and needs before starting development
- Increased development efficiency with functional page wireframes and elements
- Identified a powerful CMS to maximize opportunities for Carr Lane's content management team

RESULTS

By starting with a web consulting engagement, SteadyRain was able to identify opportunities for Carr Lane to increase engagement with key audiences through strategic integration with ecommerce tools. This will help Carr Lane increase revenue and content management efficiency while decreasing product database management costs.

