

# OVER 50 CHOICES

## CASE STUDY

### DNN WEB DESIGN & DEVELOPMENT

# THE PROJECT



*“Being a 100% online business we wanted to create a website which reflected our brand ambitions and growth plans. Whilst the old site was successful, it looked dated and needed a complete refresh...”*

Ashley Shepherd, Managing Director - Over50Choices

Pure systems have recently undertaken a site redesign for existing client, Over 50 Choices. Over 50 Choices offer advice and provide information, guides and comparisons on a range of insurance products, home energy, retirement services and funeral planning options for the over 50's.

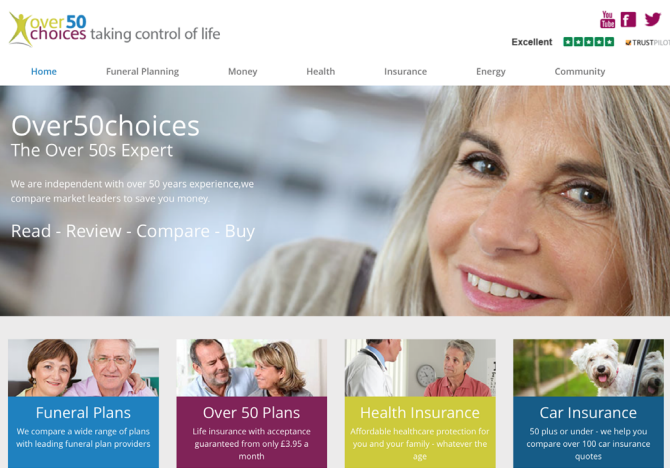
## SIMPLE NAVIGATION

The site was starting to look dated and, whilst it was responsive to a degree, it needed an overhaul to ensure that the responsive framework was working for all formats.

The site structure was a little disorganised as the site has been regularly added to over a number of years and the site rebuild was also needed to address the information architecture and make this more ordered and easier to navigate. This would improve the browsing experience for users of the site and improve page loading speed, both important in terms of SEO. The site navigation has been updated with clearer, slimmed down menus and improved design.

## OUT WITH THE OLD...

The old layout of the site utilised some columns which has made some of the pages look slightly messy. The new full width layout on the home page is more in line with up to date design trends and supports the infinite scroll associated with tablet and smart phone browsing.



## ...AND IN WITH THE NEW

The new site features a new larger header image with clearer navigation points in the form of the main product boxes in the centre of the home screen. There are more prominent call to action points which will help to direct users around the site and improve conversions.

Maintaining the traffic to this site relies heavily on the site appearing prominently in natural search, with anything other than a 1st page listing with Google having an immediate adverse affect. The main SEO strategy for this website is content driven, particularly Ashley's blog which he uses to keep people up to date with news and product developments. In order to make adding new content easy, we have used our new ContentPro module on the site to make adding and managing this content simpler and quicker than the old blog module. The content from the old blog module has been imported into the new one so there is no risk of any of these posts not being duplicated.

*"I am pleased to say that we now have a site that has exceeded our expectations in terms of design and navigation, a key aspect with our more mature target market! Dan and the team made the design & build process painless with good communications and using their project management system meant that updates & changes were actioned quickly. We are very proud of what is now the perfect showcase for our business."*

Ashley Shepherd, Managing Director - Over50Choices

*"We are very pleased with the outcome of this site build. Over-50choices is a large site with a lot of content and we think that the improved navigation and more cohesive design across this site has made it easier to use and navigate."*

*Ashley's blog is a great benefit to the organic SEO for the site and the implementation of our new ContentPro module will make it easier to add content as well as providing the crucial structured data mark-up to ensure that Google continues to properly index the content."*

Dan Rice, Pure Systems