

Case Study



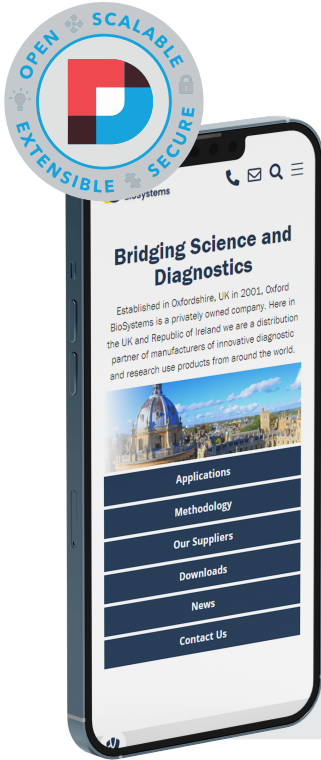
• The Company

Oxford BioSystems

• Task

WEBSITE DEVELOPMENT





Project Requirements

Oxford BioSystems, a provider of high-quality diagnostic and research reagents and instrumentation, needed a new website in 2011. They required a site that would rank well in specific search results and organise their products into a logical and intuitive navigation structure. The website needed to be upgraded periodically to the latest version of DNN to stay current with technological advancements.

The Solution

Since 2011, we have built several iterations of Oxford BioSystems' website, each time upgrading to the latest version of DNN. The site was designed with a focus on search engine optimisation (SEO) to ensure it featured prominently in relevant search results. We organised the product catalogue into a clear and intuitive navigation structure, making it easy for users to find what they needed. Regular updates and upgrades ensured the website remained modern, secure, and fully functional.

The Outcome

The website has been instrumental in facilitating the growth and success of Oxford BioSystems. It consistently ranks well in search results, driving traffic and increasing visibility. The logical navigation structure has enhanced user experience, making it easy for customers to find products. Our ongoing relationship and continuous improvements have ensured that the website remains a valuable asset, contributing to the client's sustained success and market presence.