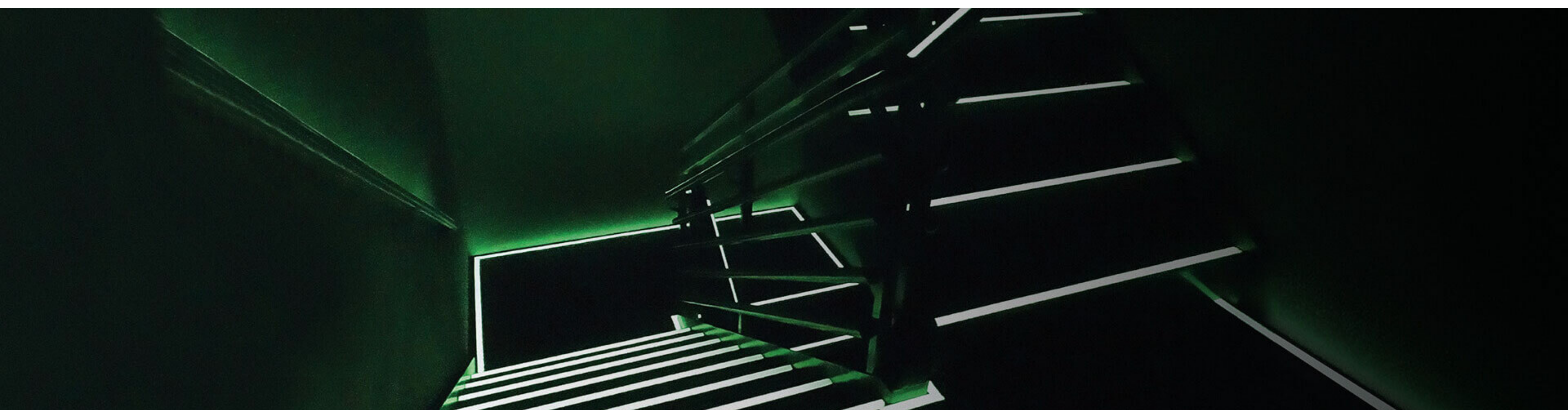


How We Increased Safe-T-Nose's Website Analytics

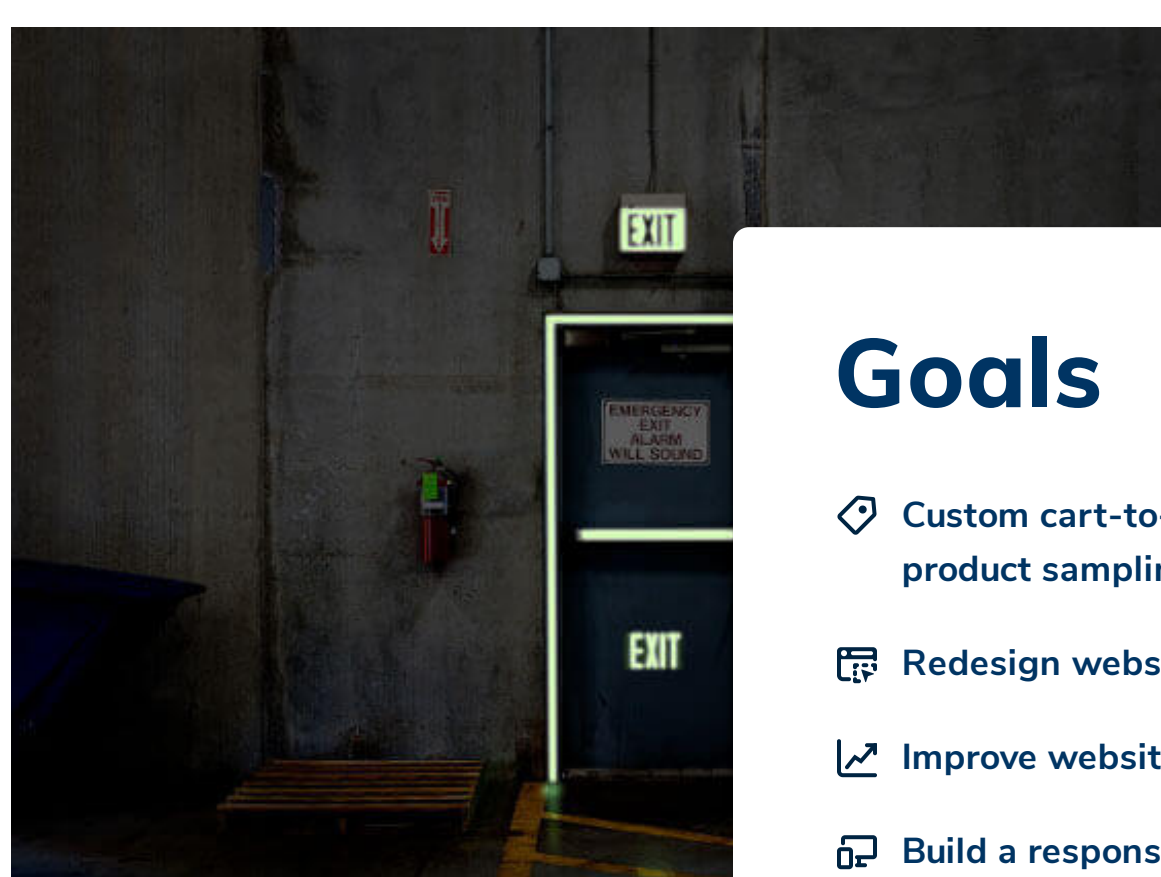


Background

Over the last 30 years, Pacific Stair Corporation has transformed from a small, local fabrication shop to one of the nation's leading commercial stair system suppliers. Bill Gardner, the original owner, envisioned a company that would be an all-in-one stair and egress solutions provider, and he developed several companies to do just that: Pacific Stair for steel stair systems, Safe-T-Nose for Luminous Egress Products, National Redi-Tread for precast treads, and Egress Gate for adjustable egress barrier gates.

"Working with Logical Position was easy and relatively hassle-free. Myca Bautista was incredible and Mike Curran kept me up to date. I would utilize LP again for our next website development needs."

-Greg Klose, General Manager at Safe-T-Nose



Goals

- Custom cart-to-quote functionality for lead generation and product sampling to customers
- Redesign website in WordPress and alleviate client from Drupal
- Improve website page speeds
- Build a responsive website that follows Google's best practices

The Strategy

The immediate strategy set in motion for Safe-T-Nose was to move away from the Drupal content management system and establish their eCommerce store on a better platform. WordPress and WooCommerce was the solution, allowing improved user experience and a custom add a quote feature. This functionality allows Safe-T-Nose to gather leads, produce user-driven quotes, and detail samples to potential customers.

Logical Position also implemented an aggressive page load strategy involving image compressions, JavaScript modification and caching to improve site speed.

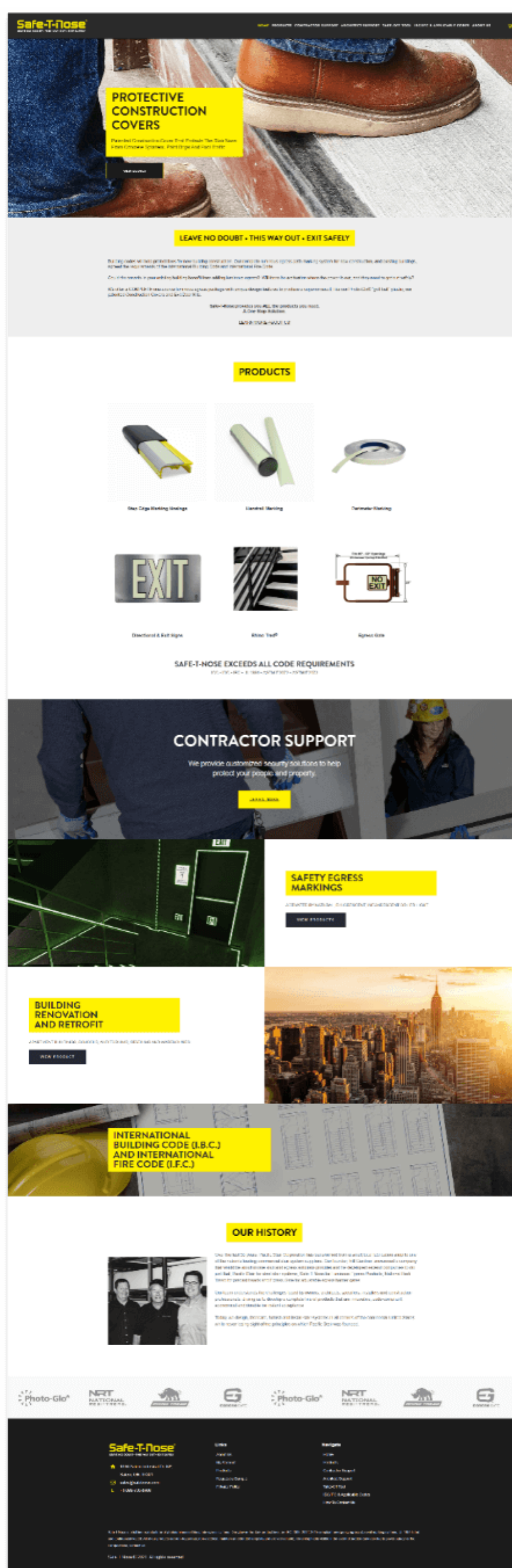
Results

The overall results show before and after LP's web development. The design of the site has been upgraded to essential website criteria.

Before



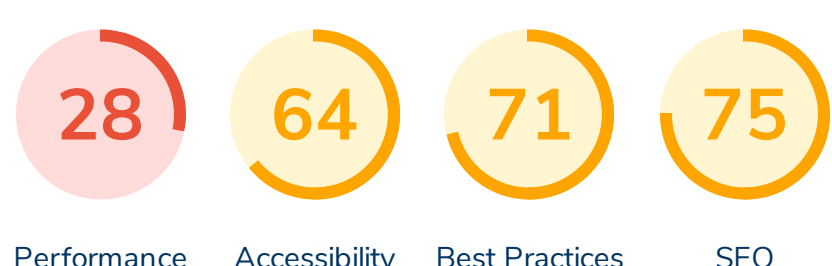
After



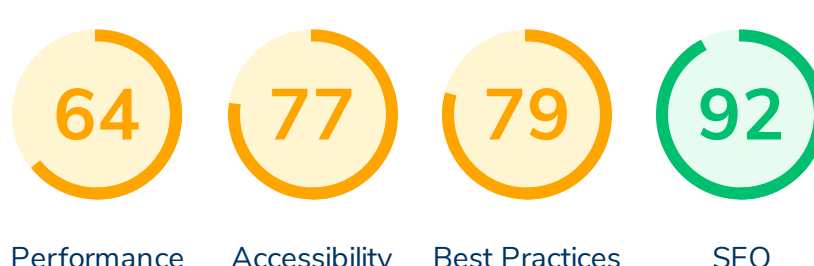
After going live, every website diagnostic category for Google's Lighthouse audit improved. This included performance, accessibility, best practices, and SEO. The client was very happy with the results, and with the new quote/sample functionality.

Audit Analytics

Before



After



Ready to Find Out What Makes Us Different?

GET STARTED NOW



1-888-534-1524 | info@logicalposition.com
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