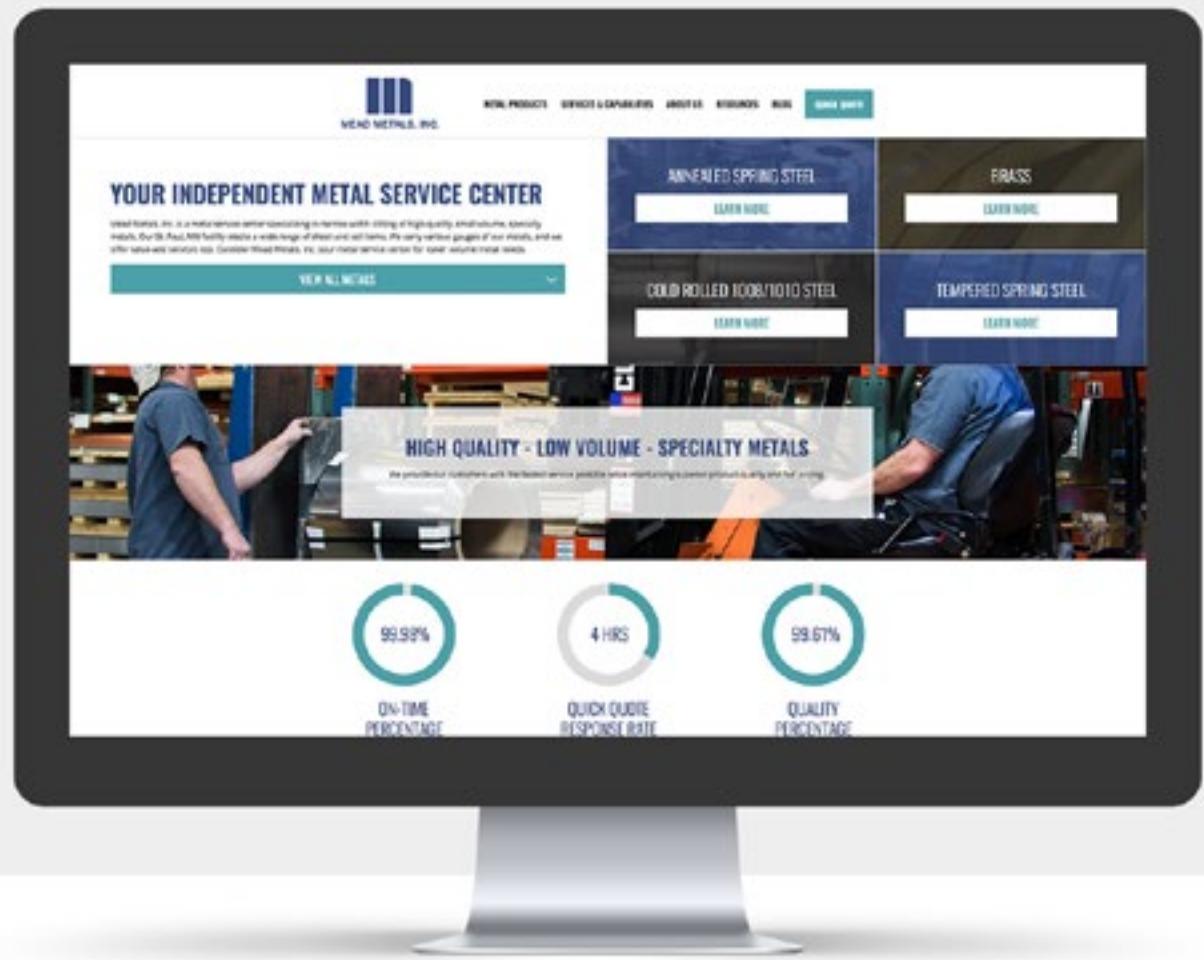


www.

# WEBSITE REDESIGN CASE STUDY

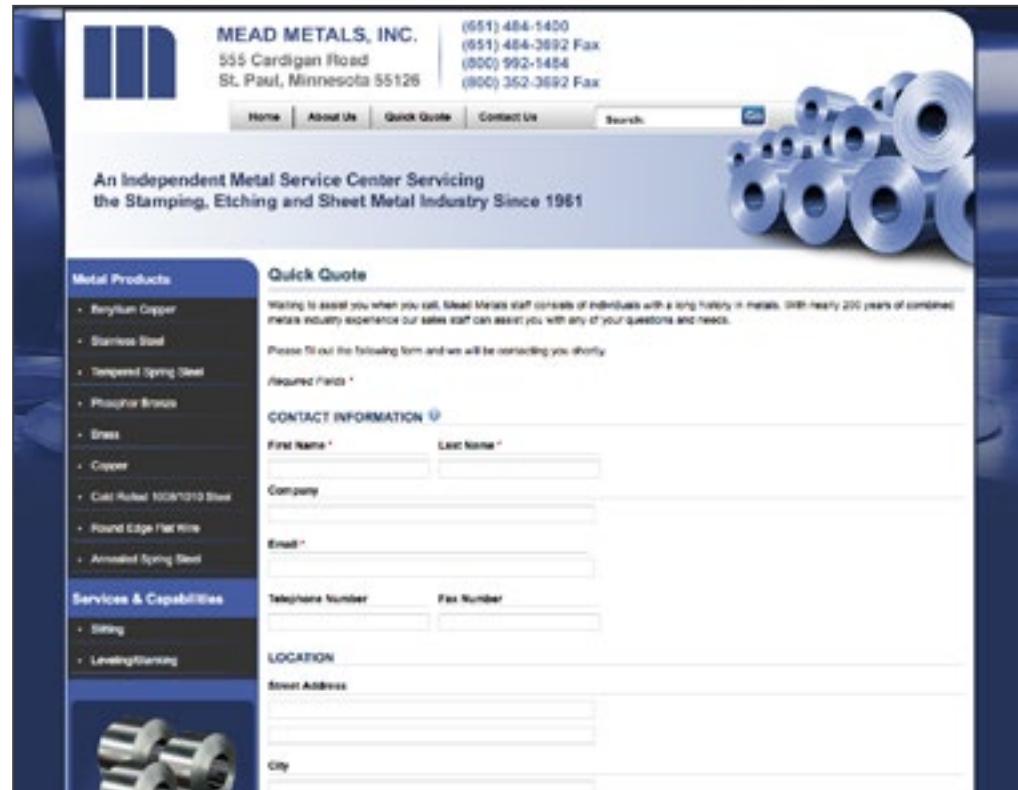


## CLIENT PROBLEM

Mead Metals, Inc. is an independent metal service center with a 50-year history servicing and supplying high-quality specialty metals. And they are the nation's third largest supplier of the space-age metal beryllium copper. Mead Metals became our client with the goal to improve their online presence.

When they came to us, their website didn't convey who they were or help them serve their customers as well as it could. The website was outdated and its overall look, feel, and user experience needed an overhaul.

## HERE'S WHAT IT LOOKED LIKE:



Besides being around seven years old at the time, the website didn't set Mead Metals apart by displaying their industry differentiators. As a niche metal service center, the company itself is modern, customer oriented, and well-established as an expert. But looking at their website, a potential customer wouldn't see that.

We set out to design a website that was modern, intuitive, and representative of the Mead Metals brand. Not only that, but we wanted their new website to better serve the needs of potential customers and function as a sales tool.

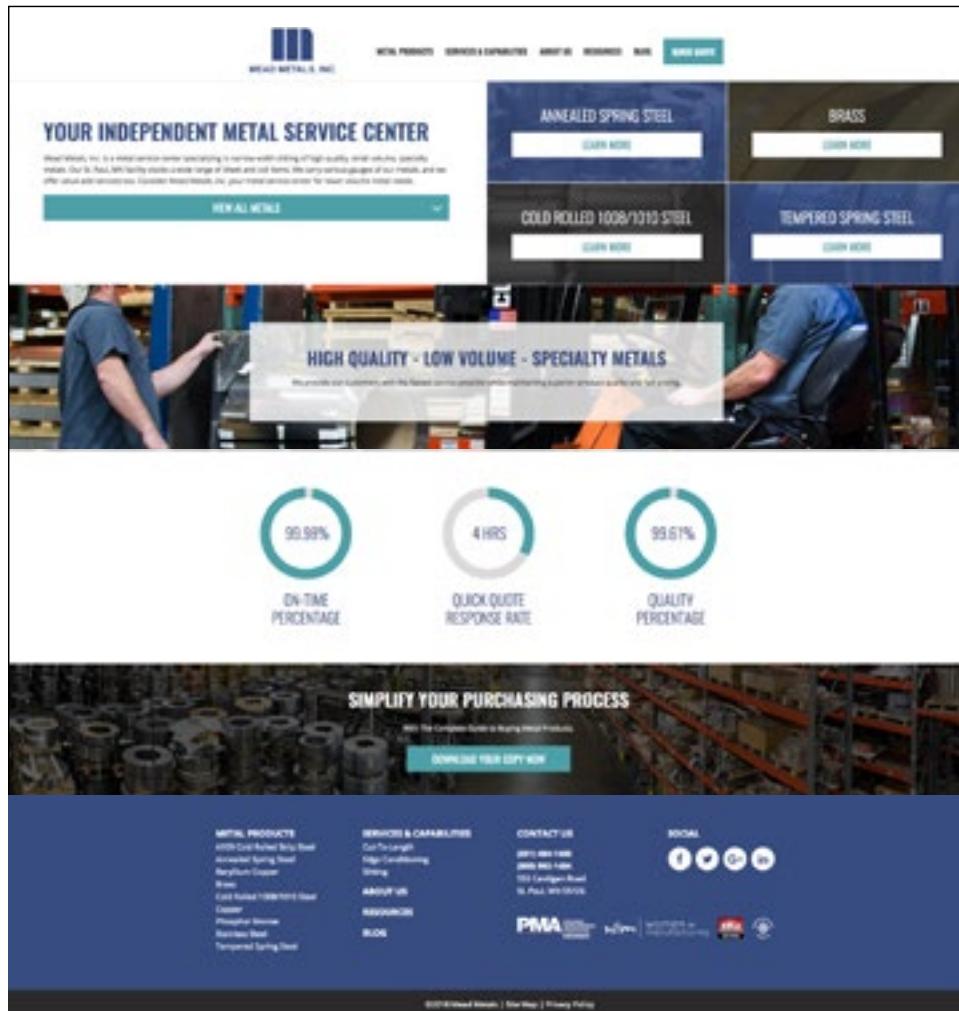
# OUR SOLUTION

## THROUGHOUT THE REDESIGN, WE FOCUSED ON THREE KEY AREAS:

- Updating the current website with a new look.
- Organizing highly technical content and making it easier for users to locate and consume.
- Improving the performance of the "fast quote" form for both usability and conversion rate.

**Everything a website visitor would be looking for is right here on the homepage.**

The screenshot shows the homepage of Mead Metals, Inc. The top navigation bar includes links for METAL PRODUCTS, SERVICES & CAPABILITIES, ABOUT US, RESOURCES, BLOG, and DOWNLOAD. The main content area features a section titled "YOUR INDEPENDENT METAL SERVICE CENTER" with a "VIEW ALL METALS" button. To the right, there are four product categories: ANNEALED SPRING STEEL, BRASS, COLD ROLLED 1008/1010 STEEL, and TEMPERED SPRING STEEL, each with a "LEARN MORE" button. Below this is a large image of workers in a warehouse setting. A central overlay on the image reads "HIGH QUALITY - LOW VOLUME - SPECIALTY METALS" and "We provide our customers with the fastest service possible while maintaining superior product quality and fair pricing." At the bottom, three circular performance metrics are displayed: "99.98% ON-TIME PERCENTAGE", "4 HRS QUICK QUOTE RESPONSE RATE", and "99.61% QUALITY PERCENTAGE". The footer features a background image of metal rolls and the text "SIMPLIFY YOUR PURCHASING PROCESS" along with a call to action "DOWNLOAD YOUR COPY NOW".



With a quick glance, you can  
**NARROW DOWN WHAT MEAD METALS IS,  
WHAT PRODUCTS THEY SELL,  
and HOW THEY SELL THEM.**

The navigation across the top is simple and effective, and the clickable areas on the homepage are easily distinguishable. When a visitor clicks on one of the buttons or dropdowns, they have a pretty good idea of what information will be on the other end of that click. This new, intuitive design provides a **superior user experience**, **highlights the company's products and services**, and **creates an intuitive path for website visitors** to convert into customers.



## HERE ARE THE LANDING PAGES, SIDE-BY-SIDE:

The old landing page features a dark blue header with the company logo and contact information. Below the header is a banner image showing several large spools of metal coil. The main content area contains a sidebar with 'Metal Products' and 'Services & Capabilities' lists, and a large form titled 'Quick Quote' for submitting contact information.

OLD

Our third key focus area was to improve the performance of the "fast quote" form for both usability and conversion rate. We designed and developed a custom quick quote form to launch along with the new website design.

The new landing page has a clean, modern design with a white background. It features a large, prominent 'GET YOUR MEAD METALS QUICK QUOTE' button at the top. Below it is a brief description of the service and a note about contacting via phone or email. The bottom section contains a simplified 'GET YOUR QUICK QUOTE' form with a single checkbox for 'I am interested in' followed by a list of metal products.

NEW

## RESULTS

Prior to the redesign, their existing “fast quote” form had an already impressive 25 percent conversion rate. But even with that great of a conversion rate, our analysis revealed numerous areas for improvement.

We took what was a long, labor-intensive form and streamlined it without removing any of the valuable information Mead Metals needed. Post launch, the conversions on the new quick quote form reached 38 percent. And now, a full three quarters since launch, that conversion rate has remained a consistent, and impressive, 38 percent.

### CONVERSION RATE INCREASE

**25% → 38%**

### TOTAL CONVERSION RATE



### SUBMISSIONS

**679**

### CUSTOMERS

**66**

### VIEWS

**1,783**

### NEW CONTACTS

**556**

## ABOUT LI SERVICE

### RESULTS.

Leighton Interactive uses data to make decisions on what to optimize. Our approach is as varied and customized as our client base.

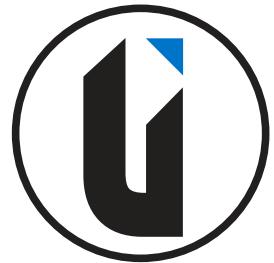
In the case of Mead Metals, we created a rock-solid path for website visitors to convert into customers and a form that wouldn't deter them from converting.

### WE CAN DO THE SAME FOR YOU.



If you'd like to improve the look, feel, and/or performance of your website or just get some data to show what is and isn't performing, let us know. We'll take a look and provide some feedback and insight.

**GET STARTED WITH A FREE AUDIT**



**LEIGHTON Interactive**

*DEMAND RESULTS.*

