

a viderity case study:  
VIDERITY SITE  
REDESIGN

03.01.2011



# I The Challenge

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## Site Overview

Viderity.com is the gateway to the heart of our client relationships. As such, it's critical that the site represent Viderity accurately and engage our customers. While the previous site served us well for two years, we needed to redesign the site for the following reasons.

- We have transitioned from a part in-house solutions part staffing firm to predominately a staffing firm.
- Our corporate branding and aesthetics have changed.
- We've learned more about what our clients want.
- Our content maintenance needs had increased, necessitating a content management system.

Our objectives were to decrease bounce rates, increase time-on-site and quality leads, and decrease site maintenance costs.

# II The Process

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## Strategy

We started by taking a look at how our old website was being used. We tracked clicks, patterns of visits across the website, and main factors for conversion. We found that conversions went up dramatically when users visited our portfolio. It increased exponentially when they visited our portfolio in conjunction with visiting either our case studies page or testimonials.

We designed the new website keeping in mind our conversion factors as well as implementing the major changes which had occurred within the company, such as our becoming 8(a) certified.

We increased the number of service-specific landing pages so as to better target our search engine optimization efforts and provide more detailed information to those navigating our website prior to a request for quote.

We rewrote every page to provide clear messaging and calls-to-action, quick access to related

case studies, and to information about consultants in our company. Every page of the website was planned to enhance and simplify the client experience.

## Design

Based on a new website architecture plan and design goals, our variations of a new home page design and ten variations of the new logo were created and judged on conceptfeedback.com and within the team. The selected logo was added to the selected home page and interior screens were developed, first as wireframes and later as graphic designs in Adobe Photoshop. Finally, coordinating letterhead and business cards employing the new logo and the look of the redesigned site were developed.

## Implementation

Because we have developed other sites with dynamic slideshows and in Drupal, implementation went smoothly and quickly.

## Testing

Prior to launch, we tested the site to ensure browser compatibility, Section 508 compliance, and W3C standards compliance. Second, the team performed a page-by-page review of the new site in order to ensure all of the new and legacy content was displaying as anticipated. Finally, we engaged the public in usability tests on usertesting.com.

# III The Solution

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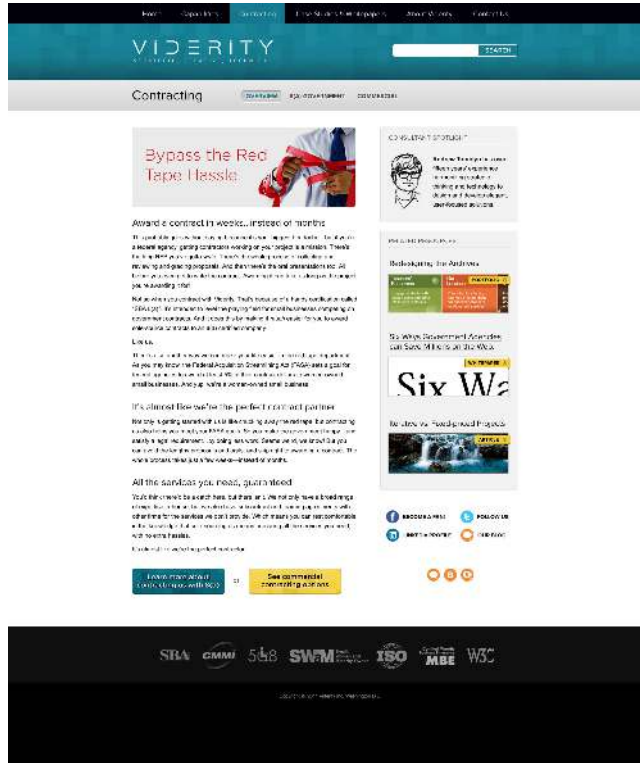
## Drupal

With a clear, sensible charter to embrace open source technology, the team reviewed a number of potential platforms including Joomla and WordPress, which we had successfully implemented for other clients. Because Drupal is the only true Content Management System and has a wide range of add-on modules, it emerged as the best solution. With Drupal, we get the benefits of a flexible and extendible front-end platform including a robust publishing workflow.

# Updated Branding and Design

The most immediately obvious aspect of the new site is its visual design. As mentioned above, our goal was to create a site that was more consistent with current site designs, more spacious and open, and enabled the updated top task-driven navigation system. Some key components of the new design include:

- We now effectively highlight related case studies, related white papers, related portfolios, featured consultants, and our social networking links in an omnipresent bar on the right side of the interior pages.
- Whereas our business differentiators were hidden in our previous design, they are now given the full credit they deserve in the home page slideshow.
- Our calls-to-action now stand out more through the effective use of our large yellow and teal buttons and the negative space around them.
- Our new home page text provides succinct information on who we are and what we do.
- We now use our home page to build trust through our rotating client testimonial. We are knowledgeable, liked by our clients, and viewed as experts in our field by reputable media outlets.
- Our main landing pages now have clear messaging overlaying large photos that are displayed at the top of those pages.



The site was redesigned to use a Drupal CMS, a wider layout, engaging photos, a new logo, and clearer messaging.

## V Looking Ahead

Since the new site launched in March 2011, we have been hard at work on composing new case studies and white papers to further elaborate on our experience. Additionally, we are exploring additional ways to illustrate our experience in each of our service areas, particularly in project staffing.

If you would like more information about Viderity's design, development, and project staffing services please contact Viderity at info@viderity.com.

## About Viderity

Viderity is an 8(a) certified information technology (IT) and business consulting company headquartered in Washington, DC, USA. Viderity predominantly provides IT personnel staffing services to state and federal government agencies in the following areas: web site and application development and management; print and online marketing solutions; and IT and business strategy planning. Viderity started in the fall of 2007 with the aim towards helping agencies achieve their most challenging Internet goals. For more information about Viderity, please visit [www.viderity.com](http://www.viderity.com).