Improve your website with data-driven enhancements

Your business isn't static, and your website shouldn't be, either. Evolve your website to better meet your goals and those of your customers with Coda's website optimisation service. Focusing on improving key areas of your website, using data from your customers, get a clear path to higher-quality leads and sales opportunities.

Learn from your customers

- Gain insight into their preferences
- Uncover what they find difficult
- Identify what content converts into sales

Deploy and deliver better data

- Streamline customer journeys
- Simplify complex content
- Promote and divert site traffic to high-conversion content

Better engagement = more leads. Contact us today.

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A trusted process, delivered on time - how we work and what you can expect from your web optimisation:

1

Review

Analytics, leads, heat-maps and previous reports allow us to detect trends, patterns and opportunities to improve your website. This typically focuses on key areas of the website, such as your contact form.

2

Propose

We outline recommended updates, backed by data and covering the agreed budgets and timelines.

4

Report

Using benchmark data, we'll report on the changes and their performance, assessing how they affected your business goals.

3

Build

Delivering the required combination of copywriting, imagery and website development, we get to work and create the latest iteration of your website.

A continuous process

To deliver the maximum benefits, an optimisation project such as this is typically run on a monthly rolling budget.

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Client requirements

One of our process instrumentation clients wanted to improve their on-site quotes and enquiries form to improve customer engagement and collect more data.

Project agreed

The client agreed to a recurring budget to monitor, build and optimise their form and supporting content.

Improved performance

Monitoring and improving small sections of the website has proven again and again to deliver higher performance to key areas of the website. Without the time to report and reflect on iterations, we wouldn't see these same performance increases.

12 months and counting

In the past year we've increased form submissions by

113%

and raised marketing signups by

161%

through updates such as:

- Simplifying form fields
- Improving page loading speeds
- Streamlining site navigation

Optimising other areas

Recognising the role that accurate, timely data plays in delivering improvements, we have since expanded optimisation to other key areas of the website, such as navigation and pop-ups.

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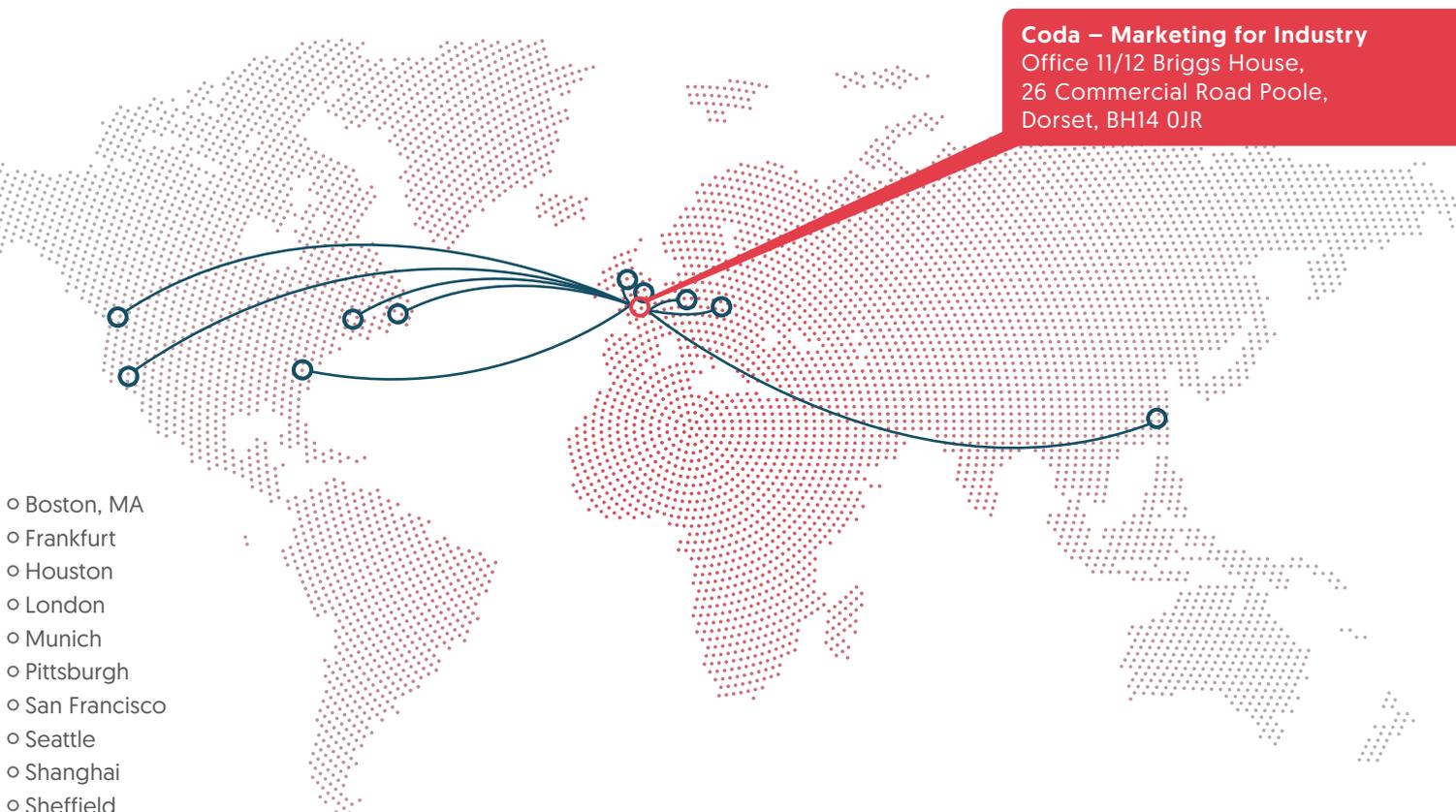
Web Optimisation

What you get...

- A website that evolves with your business
- Enhancements supported by reliable data
- A website that's laser-focused on completing the goals of both you and your customers
- Bespoke reporting on key areas of the website content
- A continuous cycle of testing, review and reporting

...and who we are

- Full-time, integrated team
- An agency that understands the unique challenges of industrial B2B marketing
- Experienced account management support
- Dedicated teams for:
  - content creation
  - design
  - digital
  - PR & social

Supporting industrial businesses worldwide

Coda – Marketing for Industry
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- Boston, MA
- Frankfurt
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- London
- Munich
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