

Client Case Study

Website Development

DIGON Systems

Following a rebranding effort, DIGON Systems wanted to refresh their website to come in line with their new identity. Looking to better detail their training, support, distribution, and consulting services more effectively, the team looked to Clay Pot Creative to revamp their online presence.

By leveraging elements from the previous website to not overly impact existing customers and prospects, Clay Pot Creative massaged the site's navigational flow, directing site visitors immediately to DIGON's three primary tools: BUILDER, ROOFER, and RAILER. A sticky navigation bar, more prominent placement of support and background information, and more visually dynamic site elements were included to maximize user interaction.

With nearly 80% of site visitors coming from mobile devices, a responsive website design was a mission critical feature for users accessing the site from warehouses and out in the field. As a result of the new site design and responsive coding, within two months of launch, bounce rates dropped more than 50% from where it was prior to the relaunch.



418 S Howes St
Suite 100
Ft Collins, CO 80521
970.495.6855
claypotcreative.com

