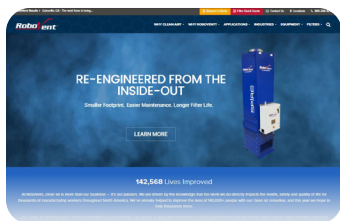




600+ PAGE Website Build

TriAd is Your Full-Service Agency

This 600+ page website was built from concept/design to ready for launch in just 5 months! TriAd Marketing & Media was able to accomplish this by providing all design, development and project management from in-house resources. If you are interested in what it would take to build a large website redesign project, [check out our step-by-step process here](#).



Original Site



New Site

Why did RoboVent need a redesign?

The new website was needed to reflect the new mission of being fast, friendly, and world-class. RoboVent last re-designed their website in 2016, about twice as long as the recommended design lifespan for a website. Much has changed in the last 5 years, the company has experienced tremendous growth and has been sold through acquisition and is now poised to grow again into new markets.

RoboVent has an opportunity to expand upon existing markets to support larger segments of the total dust collection market. In addition to the overall re-design, the company will also consolidate several related and international properties into a singular domain creating a universal experience for customers across the globe. The previous site was in need of a universal design concept, ease of user navigation and SEO restructuring.

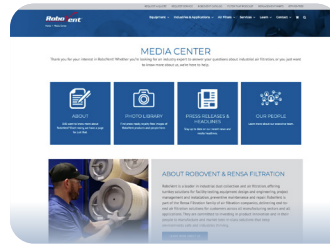
Changes at a glance

- ▲ Design concept to focus on the cleanliness of quality air filtration
- ▲ Friendly design, subtle animations during content population
- ▲ Streamlined navigation
- ▲ Reorganization of sections to better-enforce SEO
- ▲ Content Indexes for better user experience, benefitting SEO
- ▲ Content gating on non-SEO items such as webinar videos, user manuals & spec sheets; feed into MarTech platforms like Hubspot
- ▲ Removal of pages with low content, low traffic & bad user experience
- ▲ More content-per-page overall

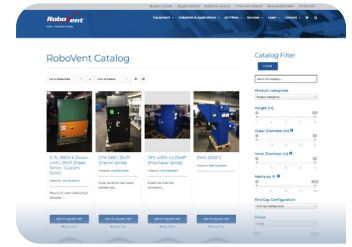


New Pages & Sections

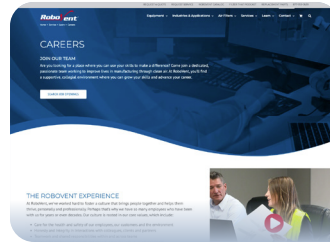
These sections were new to the website. Some of these items required additional functionality to the site, compared to the previous version.



Media Center



Filter Catalog



Employee Resources



Learn

Before & After

Home Page ▲ "Clean" design concept with consolidated nav.

Equipment - FlexPro ▲ Hover-over image module, featured document access, crosslinked industries.

FAQs ▲ Has a dedicated search module. Crosslinked on individual pages.

Industry Pages ▲ Links to more relevant pages, content is expandable on some pages.

Applications & Dust Types ▲ Links to more relevant pages, content index for navigation, expandable content.

Case Studies ▲ Featured images per section, featured solutions and more to come.

Contact Us ▲ Interactive map feature

BEFORE

AFTER

BEFORE

AFTER

BEFORE

AFTER

BEFORE

AFTER

BEFORE

AFTER

BEFORE

AFTER

BEFORE

AFTER



Ready for a Website Refresh?

TriAd has the tools AND the technology to give your site a fresh, new look. Tell us your story at ideas@triad-inc.com.