



Case Study:

TRIAD DELIVERS 600+ PAGE WEBSITE REDESIGN FOR ROBOVENT IN JUST 5 MONTHS

 **triad**
marketing & media

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BACKGROUND:

RoboVent, a leader in the field of industrial dust collection and air filtration, recognized the need for a complete overhaul of their website. The existing site (which was last designed in 2016) had outlived its lifespan and was no longer aligned with the company's evolving mission of being fast, friendly, and world-class. RoboVent had experienced significant growth, including an acquisition, and was poised for further expansion into new markets. The company required a new website that would consolidate several related and international properties into a singular domain, improve user navigation, and enhance search engine optimization (SEO).

OBJECTIVE:

TriAd Marketing & Media was tasked with the ambitious project of designing and developing a completely new website for RoboVent. This comprehensive project involved building over 600 pages from the ground up within an aggressive 5-month timeline. TriAd leveraged its in-house team of web developers, project managers, and graphic designers to execute the project efficiently.

STRATEGY AND IMPLEMENTATION:

The first phase of the project involved a comprehensive inventory of RoboVent's existing website. TriAd conducted a complete data scrape to capture every piece of content, which was then meticulously organized into a new sitemap. This reorganization involved significant changes to the site hierarchy, ensuring a more intuitive user experience and enhanced SEO performance.



To meet the aggressive 5-month deadline, TriAd implemented a parallel workflow across its team. Developers, content reviewers, and graphic designers worked simultaneously on different sections of the website, each focusing on their areas of expertise. This approach allowed the project to progress swiftly and efficiently, with completed sections seamlessly moving through the stages of review, design, and development until they were ready for launch.

The website's new features and functionality were a critical focus. TriAd designed and developed several key elements, including a comprehensive product catalog, enhanced search functionality, and cross-linking of relevant content. Additionally, they created a Media Center and an Employee Portal, both of which required extensive planning and execution to ensure they met RoboVent's needs.

SEO was prioritized throughout the redesign process. TriAd ensured that each page supported customizable SEO metadata fields to enhance the site's crawlability by search engines. Internal linking was strategically implemented to reinforce the importance of specific content, aiding in both SEO and user navigation. TriAd worked hand-in-hand with RoboVent's external SEO vendor to ensure the site was best optimized for search engine ranking.

Throughout the project, TriAd maintained continuous communication with RoboVent through scheduled weekly calls. This frequent interaction ensured that all project goals were aligned and allowed for quick adjustments as needed. TriAd's in-house team structure, with designers, developers, and project managers working closely together, facilitated fast and effective communication, contributing to the project's overall success.

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RESULTS: THE NEW ROBOVENT WEBSITE WAS READY TO LAUNCH WITHIN THE 5-MONTH TIMELINE, WITH ALL KEY OBJECTIVES MET.

SUCCESSFUL REDESIGN:

1. SUCCESSFUL REDESIGN: The site now displays a beautiful design concept focused on the cleanliness of air filtration, reflecting RoboVent's mission of being fast, friendly, and world-class.

ENHANCED USER EXPERIENCE:

2. ENHANCED USER EXPERIENCE: The streamlined navigation, new interactive features and the reorganization of sections improved the user experience.

SEAMLESS FUNCTIONALITY:

3. SEAMLESS FUNCTIONALITY: All new features, including the product catalog, site search function, interactive hover-over imagery, subtle animations and the PR-friendly media center, were fully functional and integrated into the site within the deadline.

ON-TIME DELIVERY:

4. ON-TIME DELIVERY: The timeline was executed flawlessly, with all teams working simultaneously and in coordination with each other.

CONCLUSION: TriAd Marketing & Media successfully delivered a highly complex website redesign for RoboVent, transforming their online presence to support their ongoing growth and market expansion. The project exemplified TriAd's ability to manage large-scale projects efficiently, delivering a high-quality product within a tight timeline thanks to the effectiveness of a multidisciplinary in-house team of dedicated professionals.

Take a closer look at what we do - and how we think.



TriAd Marketing & Media is a close-knit, multi-disciplined team of unique individuals, all with a powerful passion for creating ideas that inspire for our clients' business. From creative designs that make a real difference, to in-house digital production, all your marketing needs can be met by one team in a cohesive and cost-effective way.

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User Flow