

eBRIDGE

MARKETING SOLUTIONS INC.



TRANSFORMYX: Case Study

***eBridge developed and executed a new
Transformyx website architecture***

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Transformyx is a trusted IT advisor and technology architect to over 1,000 SMB and enterprise clients in their home state of Louisiana and across the United States. Over almost two decades, Transformyx has grown from a web application and programming company to a leading provider of managed IT services, cloud computing, web implementation, and professional services. What makes Transformyx unique among most Managed Service Providers (MSPs) is that they own, operate, and maintain two data centers in Baton Rouge, Louisiana and Dallas, Texas. They are also specialists in providing IT solutions designed specifically for healthcare providers, law firms, educational institutions, and government agencies.

THE PROBLEM

To maintain an advantage in the highly competitive world of IT services, Transformyx needed to differentiate themselves from other service providers, speak directly to their target audience with messaging that is uniquely important to them, and promote their differentiator of offering highly secure facilities owned by them and maintained by them 24x7 – providing peace of mind, security, and availability to prospective clients.

Before working with eBridge Marketing Solutions, the Transformyx website contained broad messaging that tried to be all things to all people. The website presented a variety of products and services but did not speak to the specific needs of their site visitors which significantly reduced conversions from site visitor to sales qualified lead to customer.

THE EBRIDGE SOLUTION

eBridge conducted an analysis of Transformyx' website flow and messaging, its competitive position and SEO rankings. A new site was designed from the ground up which included enhanced navigation, targeted messaging with new content creation, additional calls to action, improved site flow, SEO development and a focus on specific industry verticals.

After extensive site analysis, eBridge developed and executed a new Transformyx website architecture, modified messaging to emphasize client/end user benefits, established focus on industry verticals, and integrated SEO best practices to maintain site credibility and increase competitive position.

THE RESULTS

- New keyword emphasis ensures messaging and focus is aligned with search relevance.
- SEO conforms to modern industry standards providing added ranking opportunities.
- Targeted messaging and calls to action increase on-site conversions.
- Industry vertical focus differentiates Transformyx as knowledge expert and technology partner