

**WEBSITE REDESIGN
CASE STUDY:**



WEBSITE REDESIGN CASE STUDY: InTouch Technology

by Samantha Schultz

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INTOUCH TECHNOLOGY



InTouch Technology is the developer of a sales and client retention software for health clubs. The software provides an effective CRM solution that takes the paperwork out of health club membership sales and client retention. They make it easy to stay in touch with fitness clients while helping the business grow in over 900 fitness clubs worldwide.

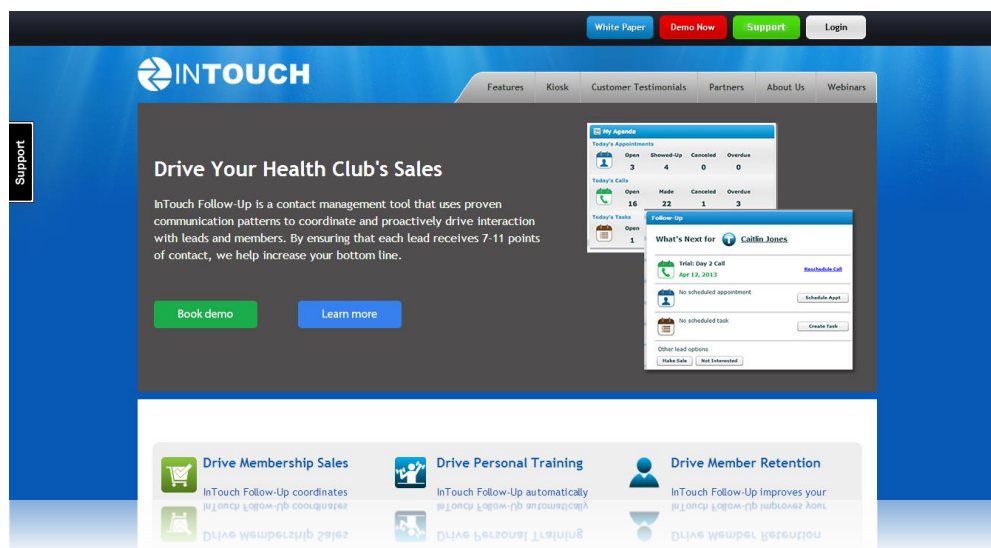
Their Challenge

InTouch Technology came to us with a website that needed some help. They had an outdated online experience, not on par with the direction of their growing company.

The old InTouch Technology website was on the HubSpot CMS platform

which limited the optimal experience to desktop users. Responsive website templates were key to reaching their primary target - the high-tech, on the move fitness club owners.

InTouch Technology was moving forward with a new way to position their software in the market and needed a partner to help re-organize and freshen up their website. The team here at LyntonWeb was eager to help.





THE SOLUTION

The LyntonWeb project team consisted of a project manager, COS certified developer, designer, and inbound marketer to overhaul the InTouch Technology website. First, we collaborated with the client on setting goals. Based on those goals, we produced a project plan with an aggressive timeline to re-launch their website before a big conference.

The project plan included the following key phases:

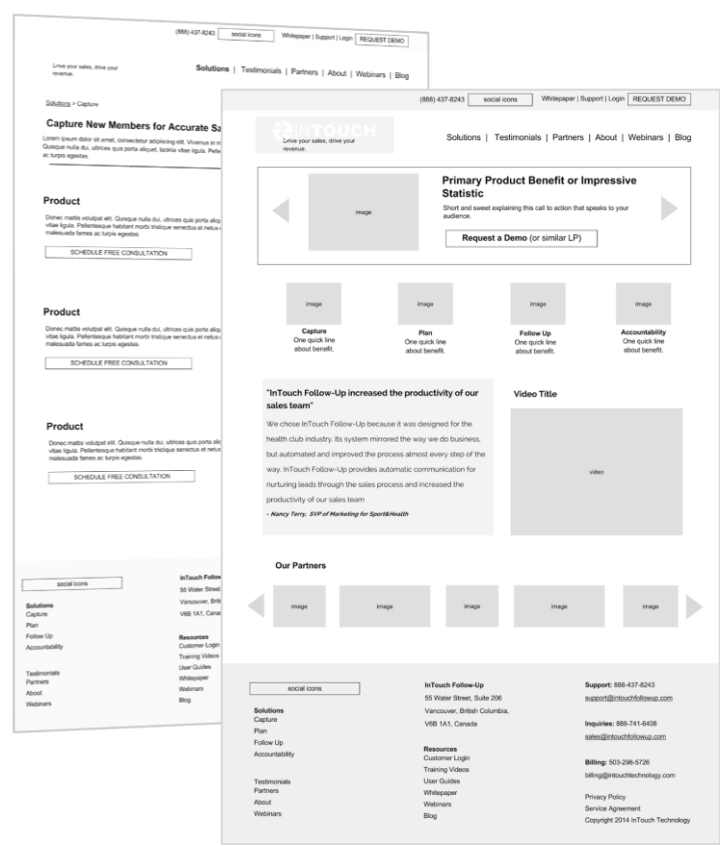
- **Sitemap and Wireframing**
- **Design**
- **Development and Content Setup**
- **Launch**

Sitemap and Wireframing

Our team used information about their target audience, competitors, and current website content to design a sitemap.

After the sitemap was complete, we compiled keyword research and applied on-page SEO recommendations for each page.

While we finished our SEO audit, we started working on page wireframes that showcased their software. We combined the client's requirements, best practices and content that would lead to success.

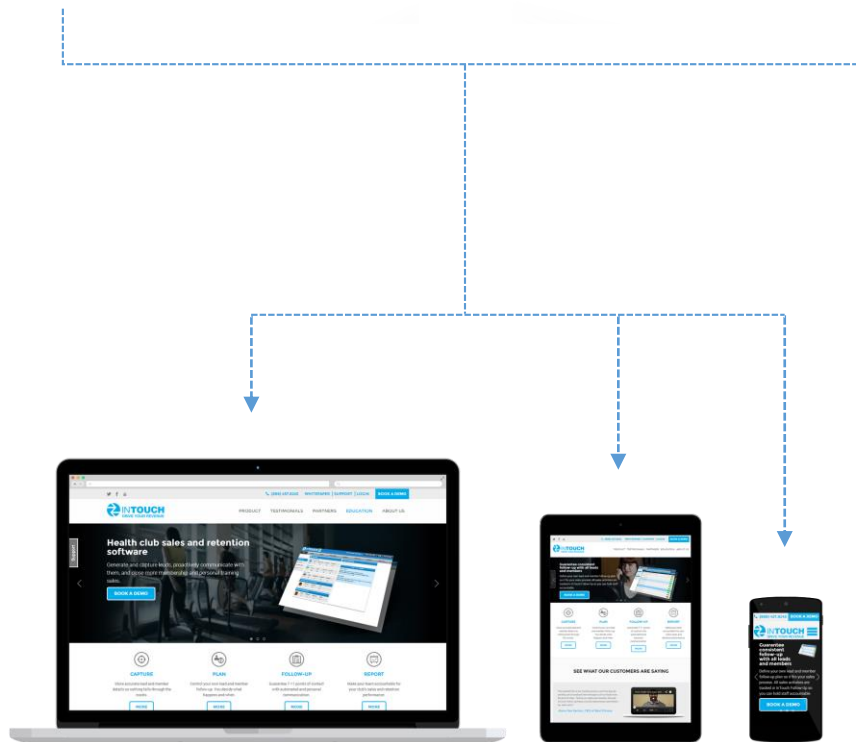
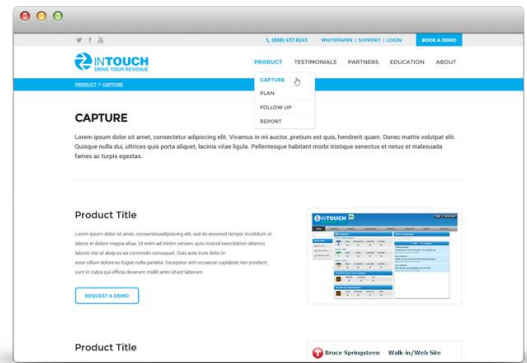
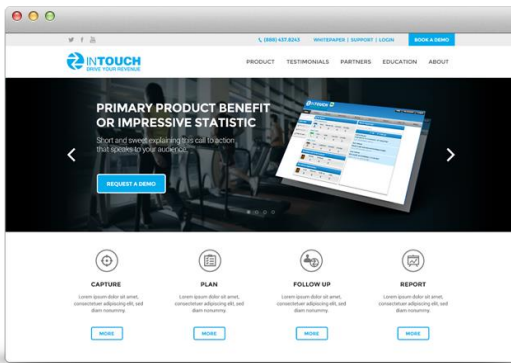


Design

Before we started design we reviewed inspiration and competitor websites. This allowed our designer to build a design strategy that InTouch could grow into for years to come.

Other priorities:

- **Show off the software with lots of screenshots**
- **Take a modular approach that would scale down well for mobile and tablet devices**



Development and Content Setup

In the development phase, we built the HubSpot COS templates, then layered on CSS based on the designs.

We used a custom icon font to make crisp icons that are responsive-friendly. We also edited dashboard screenshots to make them a focal point, rotating them to add visual interest in the slider.

After the InTouch Technology team provided copy, LyntonWeb loaded all copy and optimized each page for SEO. We then trained the InTouch team on how to use the COS - providing tips on what tools to use to track success based on the goals we worked out together.

Launch

After testing and reviewing all templates across popular desktop browsers, devices and loading URL redirects, we were ready to go live.

With a few small domain changes and re-checking of content, we launched the new website in time for InTouch Technology to re-launch their new look at an important conference.





THE RESULT

InTouch Technology is happy about their new website, which showcases their software in a more modern approach.

We noticed an increase in conversions almost immediately.

The new layout, language and look and feel helped a lot. Now when users come to the website they get a better idea of what our software does and the benefits of using it. In terms of establishing credibility and authority, all of the language and layout works great together. You gave us great advice on how to work with our content, like testimonials, to reach those goals.

Rachel Lai

Marketing Manager, InTouch Technology

They've since re-launched their blog using the new COS templates we provided, and are eager to earn more organic traffic with that channel. They are thrilled to be using the new platform, with responsive templates and a drag and drop page builder. Now their website visitors have a friendly mobile experience and modern design to learn more about the InTouch software.



LyntonWeb is a full-service inbound marketing agency providing the right solutions for your inbound, web, and tech needs. We are a high-performing team of experts based out of Houston, Texas.

Inbound

Whether your organization is looking to identify appropriate buyer personas or establish an effective content marketing program, our team of marketing managers and strategists can assist you.

Web

Your website is the virtual home of corporate branding and messaging, let our website development team work with you to design and build a website that is on message and fully aligned with your existing brand.

HubSpot Integrations

Our technologists are among the best in the business and work with your in-house technology team to assure your third party software or website integrations run smoothly.

SPEAK WITH AN EXPERT
about your inbound, web and tech goals.

GET STARTED TODAY

**COME BUILD
SOMETHING GREAT
WITH US.**