

Enqbator Dramatically Increases Page Speed and Increases New Users by Over 300% with Progress Sitefinity

AT A GLANCE



When Enqbator looked to redesign its website to better reflect its branding evolution, it looked to make the site not only more visually appealing, but more functional as well. Specifically, it sought to improve the site functionality (making it easier to use) and the technical aspects of the site (Google page speed scores, schema, and social media integration). A longstanding fan of Sitefinity for client website redesign projects, it was a no brainer for Enqbator to tap Progress® Sitefinity® for its own project.

COMPANY
Enqbator

INDUSTRY
Web Development

PRODUCT
Progress Sitefinity

COUNTRY
United States

Challenge

Enqbator had advanced its corporate design from its logo to its branding and needed its website to better reflect the company's new look and feel. At the same time, it looked to update the technical drawbacks that were making the site a bit laggy to improve page speeds for site functionality and to stay ahead of a forthcoming Google algorithm update that would factor page speed in more in terms of website rankings.

“We were able to redesign our website in a way that made things a lot easier to maintain. We are much more efficient with content updates—the homepage can pull information dynamically and we can get content up faster, which has ultimately helped us from a branding standpoint as well.”

Dave McCauley
Marketing Coordinator, Enqbator

Solution



Integrated with social media, to support easy cross-channel content delivery



Integrated Enqbator-built chat bot with Sitefinity to support inquiries as well as Microsoft Dynamics for lead capture



Upgraded its website to Sitefinity 13.3 and underwent a complete redesign to make the site more visually appealing and to increase page speed

Results



Increased sessions by 128%



Increased new users by 302%



Increased page views by 155% and reduced bounce rate by 23%



Learn how a cohesive brand experience and increased page speed can drive more traffic with Progress Sitefinity.

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