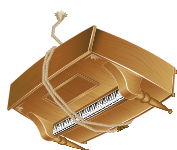


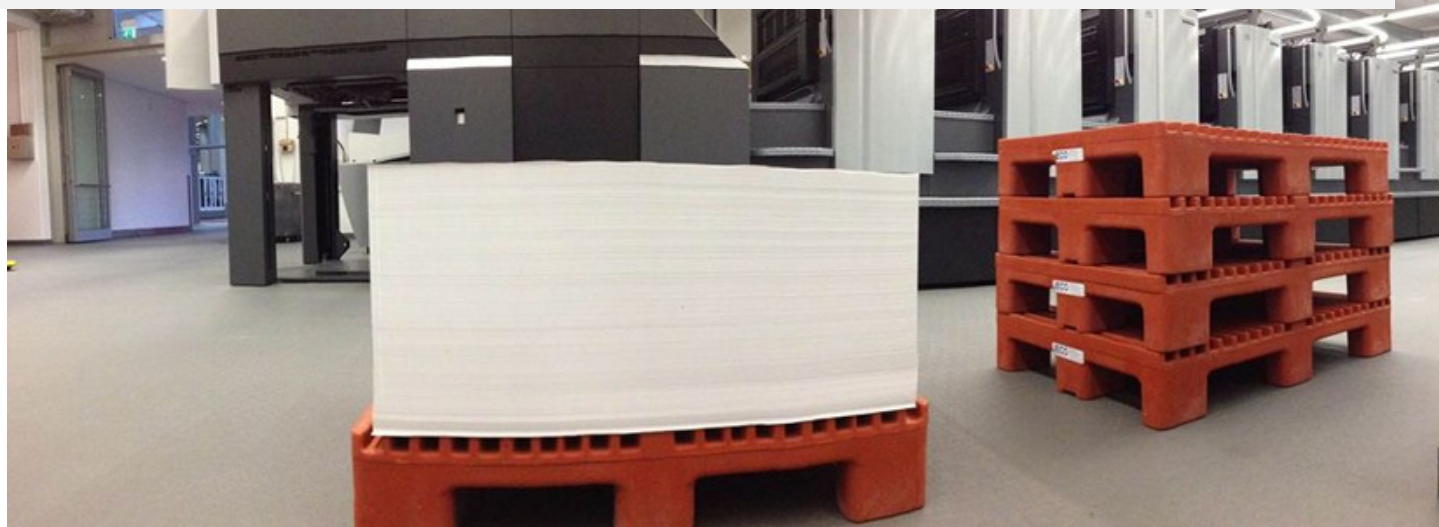
How BoxCrush Optimized, Reorganized, and Modernized a Pallet Manufacturer's **WEB PRESENCE**



BOXCRUSH®

www.boxcrush.com

Jeco Plastic Products is based in Plainfield, Indiana and manufactures specialty plastic pallets, including heavy-duty printing pallets, roll pallets, logistic pallets, and more.



Jeco had a strong presence in the industry overall, but the lack of modernization on their website meant there were missed opportunities to attract new sales leads and to educate existing clients about their full product line.. An upcoming event spurred them into action to get the website ready for modern-minded prospects.

Jeco came to BoxCrush to address 6 key problem areas:

- 1 The site was losing opportunities because of a frustrating user experience, which was diminishing sales.
- 2 The navigation and search functionality were not intuitive for a user, especially mobile users.
- 3 Image and video quality was low.
- 4 The branding and design were beginning to look dated.
- 5 There were missed SEO opportunities that could lead searchers to this niche manufacturer.
- 6 Social media and marketing automation needed improvement to strengthen the marketing funnel and provide key performance insights.

BoxCrush went to work to develop a strategic plan to get Jeco’s website where it needed to be as quickly as possible without sacrificing quality.

First Steps: Evaluating Current Web Performance

BoxCrush starts every web build project by first assessing the website's existing strengths and weaknesses. The goal is to preserve what works and rework or archive what is not.



Our team then also dug into key performance metrics and concluded that the Jeco website:

- ▶ Had a poor mobile user experience
- ▶ Lacked key SEO components, like consistent meta descriptions
- ▶ Included a large quantity of duplicate content
- ▶ Lacked an organized navigation
- ▶ Lacked CTAs on key pages for conversions
- ▶ Showed up far below top results for industry relevant keywords
- ▶ Had an overall dated feel with a lack of branding, strong design components, and thoughtful user elements such as search features

The BoxCrush team recommended a full rework of the website that focused on the core areas of user experience/design and search optimized content.

Next Steps: Create a Winning and Timely Strategy

BoxCrush has always operated under the philosophy that the Minimum Viable Product (MVP) is a much better starting point than a drawn-out project that defers results and loses out on sales.

Our team crafted a strategy that kept Jeco on a tight timeline to create the MVP while also planning for future improvements to build on that foundation.



The MVP strategy included:

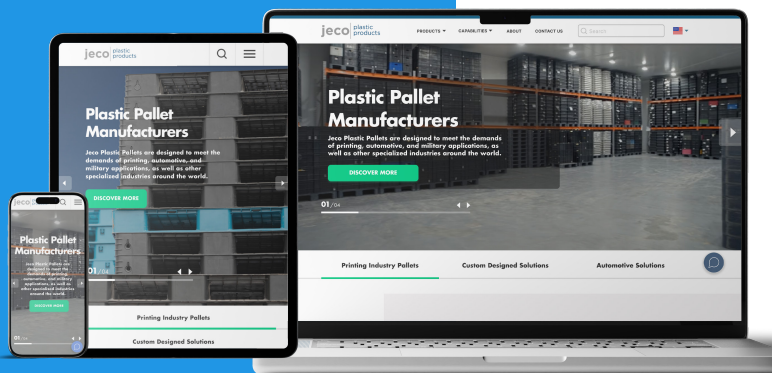
1. Comprehensive content audit and navigation reorganization
2. Streamlined content to draw attention to the highest priority areas
3. A resource library to make it easier for customers and sales reps to easily access necessary literature
4. Client videos integrated throughout the site
5. Updated product photography to show product versatility
6. Improved on-page SEO
7. An overall updated, streamlined design to match the expectations of modern web users

Our strategy ensured the new and improved Jeco website was ready in time for their important event. Beyond the launch of the website, our ongoing strategy includes continuously updating sales materials to match the new design and to ensure consistent branding. We also have additional improvements planned for the website based on feedback and data gathered from performance metrics.

The Results:

After launch, BoxCrush immediately saw the impact of the new website in action. Traffic and SEO metrics in particular showed a huge shift from the old website to the new.

The fundamentals—SEO content and improved UX—have created far more opportunities to attract and convert prospects.



Impressions
increased

43%

Industry relevant
keywords increased

150%

Sessions and Sessions by
channel both increased

70%

Page views
increased

55%

Engagement rate
increased

34%

Session duration
increased

117%

The top pages now include a key product category as well as the Contact page.

Our initial strategy has Jeco well on the way to outperforming their key competitor. Our ongoing services will ensure that they can turn the MVP into the best product possible—and keep it that way.



BOXCRUSH®



Don't let an outdated website compromise your success.

Talk to BoxCrush today.

CONTACT US

 www.boxcrush.com

 info@boxcrush.com

 317-816-9353 x4