

Xora

Boosting website productivity and performance with design, technology and customer service

KEY SOLUTIONS

- Website Branding & Design
- Website Design & Programming
- Search Engine Optimization & Marketing [SEO, SEM]

KEY DELIVERABLES

- Website - Maintenance
- Website - Visual Design
- Website - Programming
- SEO Audit

Revolutionizing Technology for Mobile Workers in the Field

Industries all over America rely on employees and vehicles on the move to provide a service, make a delivery or perform maintenance. Effectively managing that type of workforce requires tools and visibility as they perform their duties. That's where Xora comes in.

Xora has been a technology leader that allows visibility into their daily tasks. Managers working onsite can provide assignments, track progress, and provide assistance during the entire project period through utilizing their app, Xora StreetSmart. Mobile workers use the app to check in, provide updates and communicate with the managers.

Westminster was a natural choice to partner with due to our ability to provide solutions starting with strategy, then executing those concepts with visual design, and programming.

New Solutions While Leveraging Existing Technology

As marketing demands increased, their website technology proved to be inadequate. Xora partnered with a web partner to create the website but soon after delivery, they discovered some serious limitations.

Technologically, they were using a modified version of a popular Content Management System (CMS) that was altered beyond its natural abilities leaving it difficult to use. Finding existing content, creating new content, and the ability to have some layout flexibility while creating engaging content was a major issue.

Xora also preferred working with a team that not only had the expertise but was easy to work with and responsive to their maintenance needs.

Our Approach

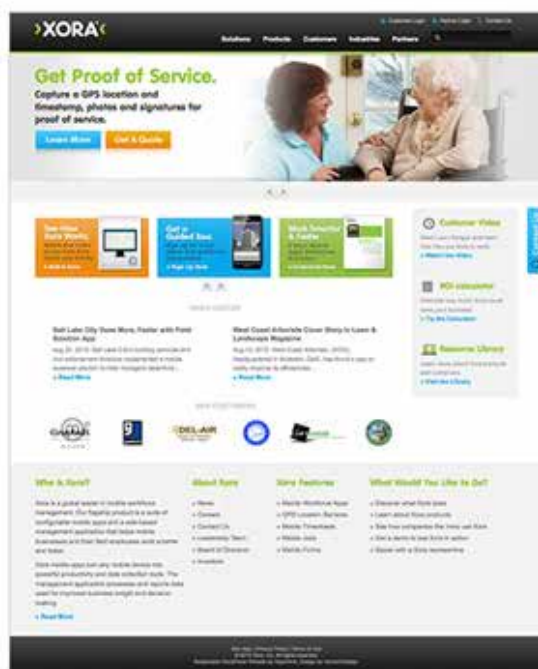
We began with identifying critical bugs, short term fixes and long term updates. Westminster completed the long overdue bug fixes to correct problems within their savings calculator, news pages, layout alignment issues, and 301 redirection to start.

After taking care of the major user experience issues, we decided to tackle website metrics and tracking to better understand how to improve business conversions and goals. We developed a formal CTA strategy and implemented Google Event Tracking across the website to monitor the results. After a period of time, we were armed with insight data about how visitors were really interacting with the website.

Extreme Makeover, Website Edition

What we discovered was that the content was not engaging enough to learn how the product works. Teaming up with the Xora team, we developed a strategy tailor made for their goals and audience. We helped create engaging content that was friendlier to read and designed a modern layout to house it in. The homepage and some key landing pages saw the most change because they did the most to give an overview to what their products can do.

In addition to upgrading the design and messaging, we performed an SEO audit and applied Google Event Tracking throughout the website to track every conversion handled by their Marketo integration. With the metrics and tracking in place, we were able to kickoff SEM campaigns to bring new visitors to the website.



The Result

During the first year of producing and tracking marketing campaigns, Xora was able to develop a reporting system where they could see what was working and what was not. Based on that information, they were able to make strategic decisions based on fact rather than guesswork. Early indications showed that key initiatives like overall traffic was increased, bounce rates were lowered and CTA conversions were improved.

In early 2014, Xora was purchased by a service management company named Click Software for \$14.7 million. Soon after, the parent company consolidated marketing efforts leaving long term results incomplete. We would like to think our work allowed them to encounter a favorable buyer and allow them to bring their products to a wider audience.

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