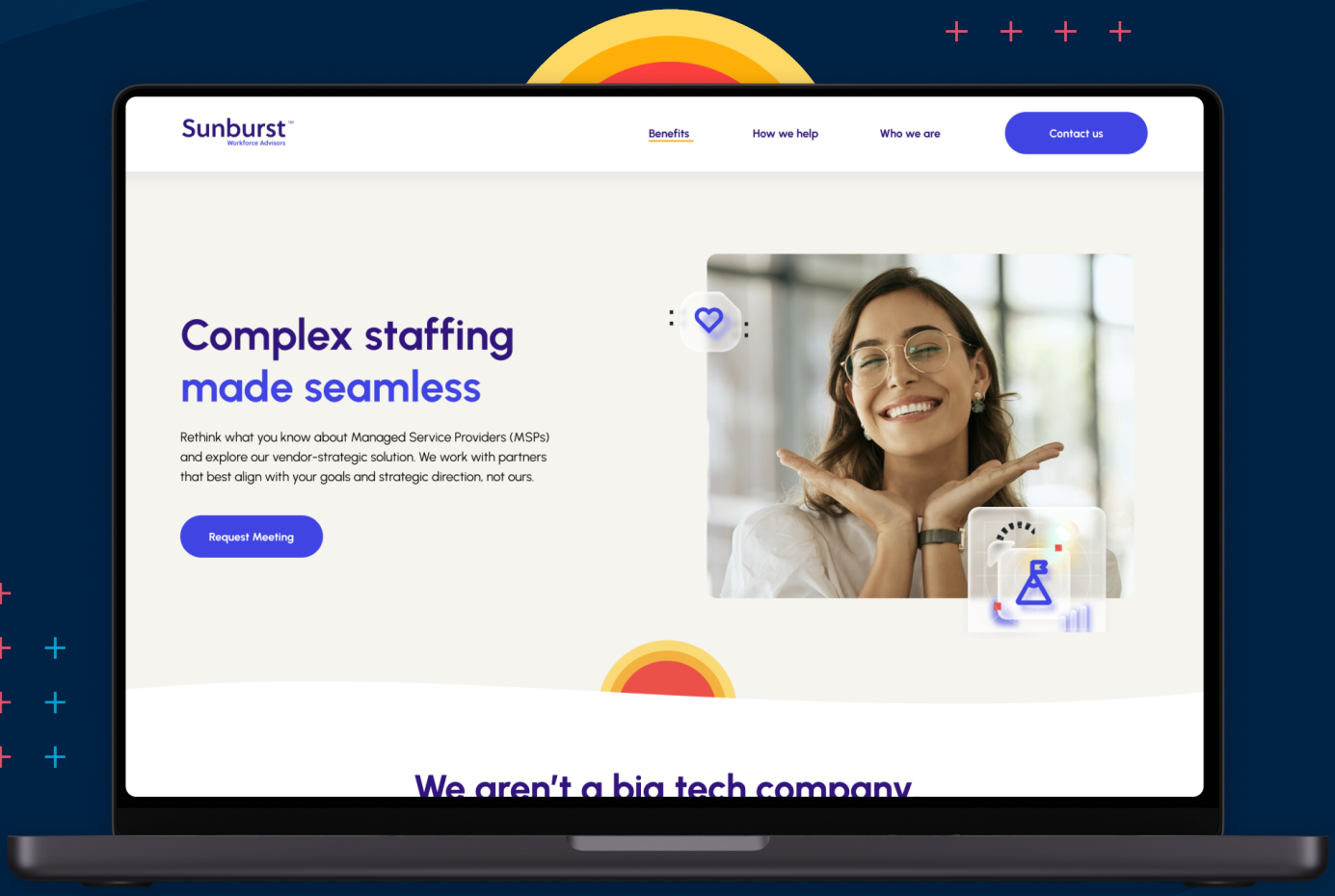
CASE STUDY

How Sunburst Workforce Solutions Brightened Up Their Web Presence



webmechanix
A LEVEL AGENCY

Shedding new light on a legacy brand

Background:

Sunburst Workforce Solutions is a managed services provider (MSP) that specializes in providing staffing services in the healthcare and educational sectors. They are dedicated to delivering high-quality, tailored solutions to their clients.

Sunburst engaged WebMechanix to give its website a much-needed overhaul.

The Challenge:

Sunburst found themselves needing a new web presence. Their previous design was outdated and impersonal, as it was a clone of their sister company Maxim Staffing's website. The entire website was confined to a single page, with navigation items serving as anchor links to different sections on the homepage.

The initial plan was to focus on development only, to save on both budget and timeline. However, as the project progressed, it became clear that a standard design process was necessary due to the number of design revisions needed during development cycles.

Sunburst was so excited about the idea of a new website, they worked on updating their branding and color palette. They were also inspired to rewrite 100% of their content. This was actually a great move from an SEO perspective, because they were able to go from a single page to multiple pages that could target different keywords.

The proof is in the numbers:

22%

Increase in new website visitors

18%

Increase in engaged sessions

Sunburst was also in the process of updating their branding, including their color palette. This meant that the design phase had to be put on hold until the branding updates were completed. Additionally, Sunburst decided to rewrite 100% of their content, expanding from a single page to approximately four pages.

The Solution:

Despite the initial challenges, the project was completed within a reasonable timeframe. Initially planned for a nine-week period, even with the addition to the scope, the website was launched after approximately four months to accommodate the client's additional design needs.

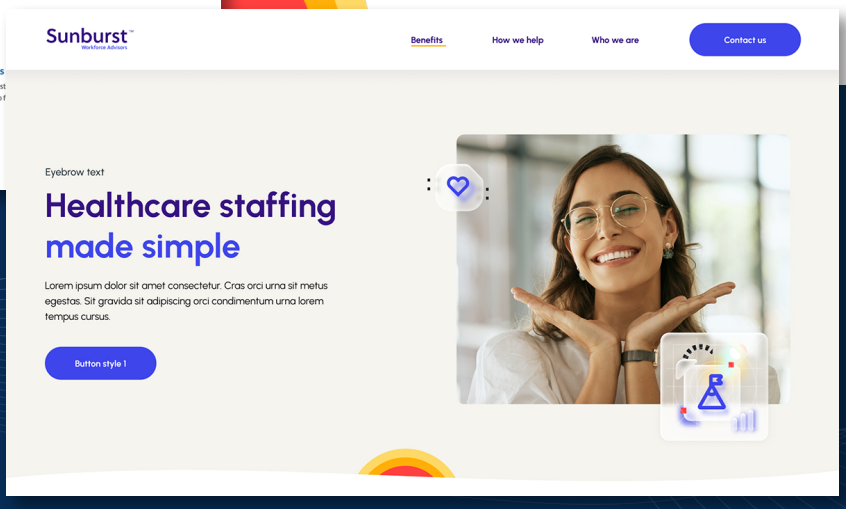
The WebMechanix design team worked closely with the client to refine the styles and align them with the client's ultimate vision. WebMechanix also went above & beyond the scope of work by consulting on the finalization of the color palette to ensure the success of our client's brand vision.

The team also provided training for the client on WordPress and supported them during their content entry phase. Upon the client's request, the team managed to move the launch date up by a few days by reducing the time needed for content entry and QA.

In short, the team went above and beyond to ensure a launch that was both fast AND successful

BEFORE

AFTER



The Bottom Line

Flexibility and adaptability in a project is key to success. Despite initial plans for a development-only approach, it was necessary to incorporate a standard design process to meet the client's needs. The ability to adapt to these changes contributed to a successful project, launched on time & on budget.

The results? A significant improvement in user engagement, validating the decision to invest in a comprehensive redesign process – demonstrating the power of an aligned design and development process.

"If you are looking for a partner that will be with you, that will be transparent, that will offer you support after something has launched or go live, just end to end, you will be in good hands. There has not been a person at WebMechanix that I have had a bad experience with."

Kayla Baines
Digital Marketing Team Lead @ Amergis

What about you?

Is your website in dire need of a facelift?
Want it done by a team of experts that can adapt to your needs?

We can help! Give us a shout here. We'll walk through your website goals & help you figure out what approach would be best for you. And even if we're not a fit, we'll point you in the right direction.

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