WEBSITE REDESIGN OF A RECRUITMENT FIRM

ABOUT OUR CLIENT ◀

Our client is a leading talent and workforce solutions service provider to Fortune 500 companies globally based out of the UK. The firm provides permanent, contractual, temporary, and outsourced recruitment solutions, specifically in the technology domain.

PROBLEM FACED BY OUR CLIENT ◀

The existing website was built a few years back and had few issues such as – outdated design, obsolete content, high loading time, missing SSL certificate.
The client was keen to have the website redesigned to make it contemporary and be in sync with their brand positioning.

OBJECTIVE OF THE PROJECT UNDERTAKEN BY NETILLY ▶

Our objective was to redesign and construct the website with
Contemporary and intuitive design, seamless navigation, and enhanced user experience
New content, including new services, blogs, case studies, videos, and media updates.

APPROACH ▶

Gathering client requirements – The client was requested to provide a detailed list of required changes to the website.

Conducting an audit of the existing website- the team conducted a detailed analysis of the existing website and listed down the issues that were identified. The same was shared with the client for validation.

Both the lists were consolidated and prioritized, and the estimated effort and timelines were documented and shared with the client.

The SSL certificate was purchased and activated for the website.

A staging environment was created for construction to avoid any disruption to the live

◀ KEY TACTICS ◀

A project management tool was used to track the project tasks
Daily reviews and walkthroughs were conducted to ensure conformance to requirements.

Detailed information on the strategy used

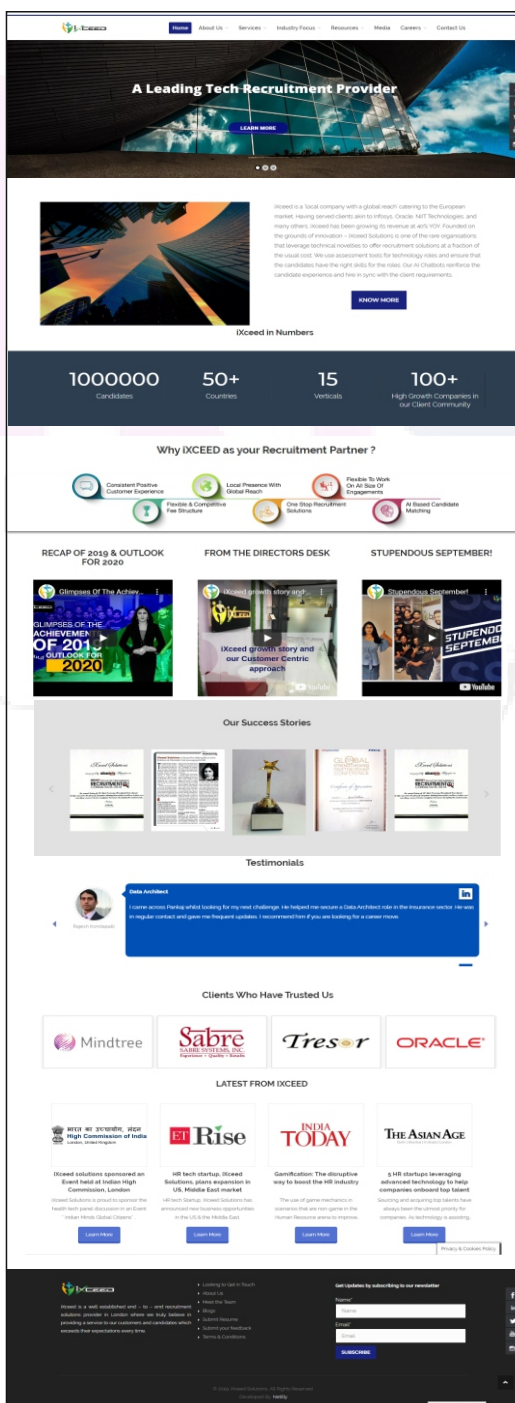| Sl. No	Category	Web Page Changes	Issues Noticed	Recommended Changes	More Info (if any)	Scheduled Date	Inputs Required from Ixceed	Status
1	Web Security	Website on the Whole	No SSL	Add / Activate SSL on the Server end	(If not purchased, Then Purchase)	22-Jun-19		Done
2	Accessibility	Website on the Whole	Live Chat not configured	Re-configure Tawk.to & embed form	Collect visitors info on click to chat	5-Jul-19		Done
3	Accessibility	Website on the Whole	Back to top button Hidden behind live chat	Shift the Back to top button to the Left	Under Analysis	Under Analysis		Done
4	Design	Contact us	Map & Contact form not well structured	Map Re-wiring & pushing it to the bottom	Contact form to be pushed on the top	5-Jul-19		Done
5	Design	Website on the Whole	Page Navigation is found below headers	Remove the Page Navigation under header from all the pages		8-Jul-19		Done
6	Structure	Submit Your Resume & Job openings	Confusing for user to differentiate between both	Re-structure both the pages and make the changes accordingly	1) Two call to action buttons on all pages - Are you looking for Job? Submit Your Resume - Contact Us 2) Separate the CurrentOpenings (Moved to Careers Header in top navigation	8-Jul-19	Saurabh: Please redesign call to action buttons and check for the re-placement as well	Done
7	Design	Job Openings	Unwanted blocks of Keywords & Location for Search (sort)	Disable both the Sort Fields as they're irrelevant		6-Jul-19		Done
8	Design	Website on the Whole	Thin Line under the Main page Header & navigation	Removal of the thin line & resizing the header		8-Jul-19	(Default feature of the inbuilt theme)	Done
9	Content	Home / Upcoming Events	Outdated events listed	Move the outdated events to the Events page and replace with fresh content	(Remove the Events page)	9-Jul-19	Any recent event info	Done
10	Social Media	IXCEED Solutions	No Youtube & insta Accounts	Create accounts on both platforms & link to the Main Website		20-Jun-19		Done
11	Structure / Design	Footer	Too much Links and content on Footer	Restructure the whole Footer & make it attractive / appropriate	(Internal Discussion)	26-Jul-19		Done
12	Structure / Design	Gallery	Page not visible directly / Difficult for new user to navigate	Move it under Resources tab along with Blog, Events etc	(Re-structure it)	9-Jul-19		Done
13	Visual Improvements	Core Team	Visually attractive & Uniform images to be posted	Images of the profile are not uniform	New images will be provided by Ixceed Team	11-Jul-19	Waiting for inputs from Saurabh for Respective names of Team	Done
14	Visual Improvements	Website on the Whole	Images are not relevant and attractive	Update the images across the website which are visually attractive & relevant		22-Jul-19	Images (Inprogress)	Done
15	Content	Staff augmentation	Incomplete sentence within (DEV OPS)	Update the content		12-Jul-19	Updated Content (Inprogress)	Done
16	Visual Improvements	Website on the Whole	Font is not uniform across the website	Apply Google Fonts and make it mandatory to load uniformly across the website		12-Jul-19		Done

RESULTS ACHIEVED ▶

Before

Homepage
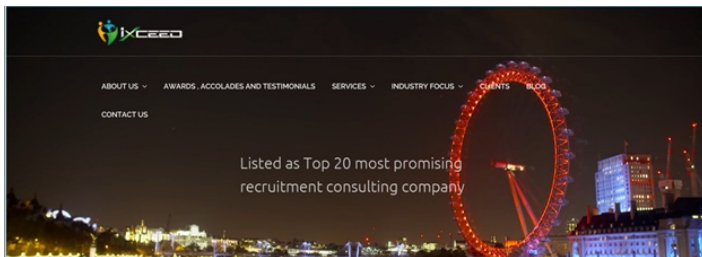
Recruitment Services
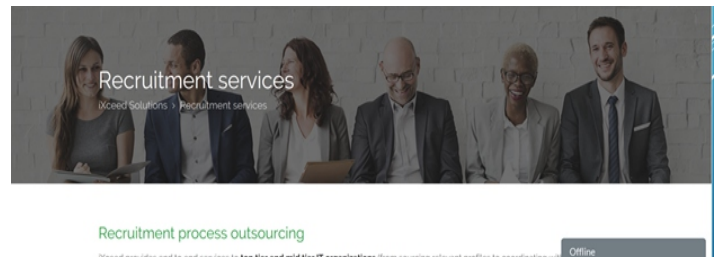
After

Homepage

Recruitment Services
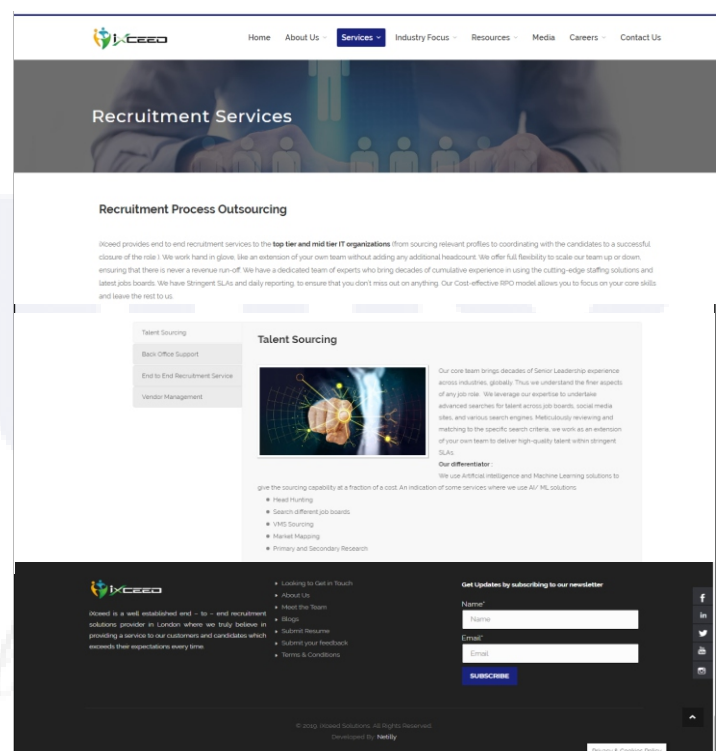
RESULTS ACHIEVED ▶

Before

Staff Augmentation

Information Technology

After

New Additions

Media

Case Studies
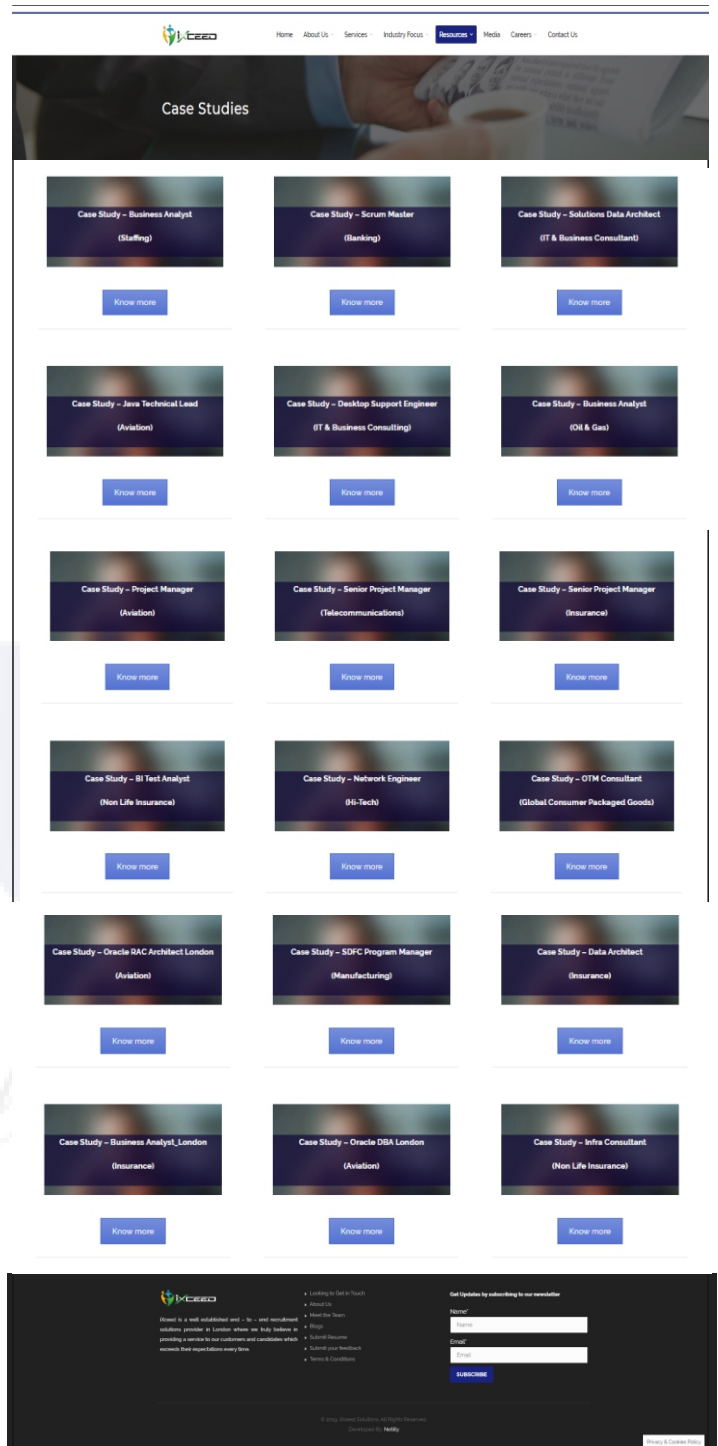
The fast loading speed, easy-to-use interface, seamless navigation and intuitive design had really helped the client to reach their target audience. As a result, the firm experienced business growth and increased its ROI through their revamped website.