

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The existing website was built a few years back and had few issues such as - outdated design, obsolete content, high loading time, missing SSL certificate.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.

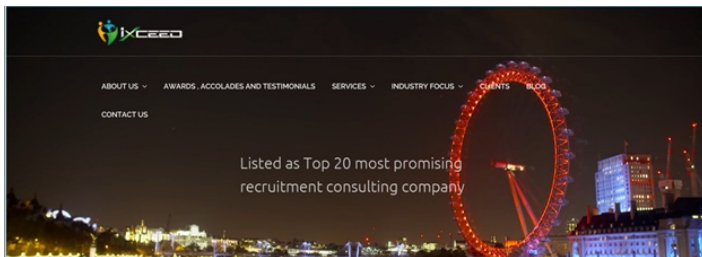
Detailed information on the strategy used

Fixed-Solutions Website Changes								
Sl. No	Category	Web Page Changes	Issues Notified	Recommended Changes	More Info (If any)	Schedule of Date	Inputs Required from DCCard	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	User Chat not configured	Re-configure Twilio & 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-writing & assign 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 Current Openings @ DCCard to Current Header in top navigation	8-Jul-19	Search: 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 (not)	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 & revising 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	DCCARD 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	(Normal 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 DCCard Team	11-Jul-19	Waiting for inputs from Search for Design the 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 (in progress)	Done
15	Content	Staff representation	Incomplete sentence within (DCCARD)	Update the content		12-Jul-19	Updated Content (in progress)	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

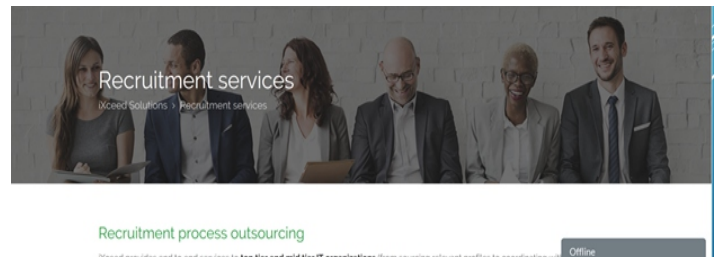
RESULTS ACHIEVED

Before

Homepage

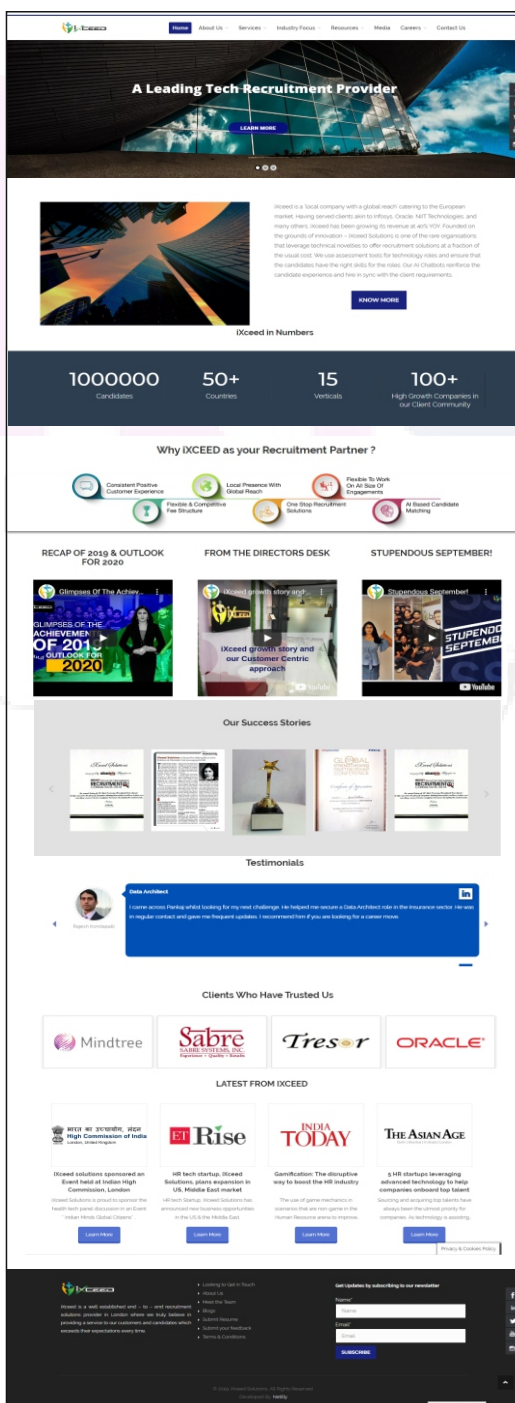


Recruitment Services

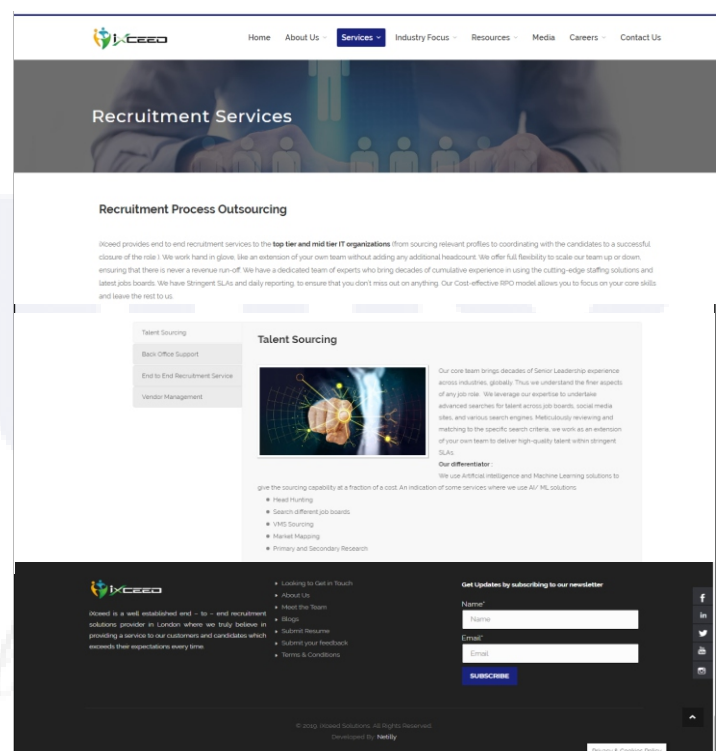


After

Homepage



Recruitment Services



RESULTS ACHIEVED

Before

Staff Augmentation

SERVICES – STAFF AUGMENTATION-SKILLSETS



Staff augmentation

We understand the pulse of the market and have successfully helped our clients expand their teams. We specialize in the following:

Digital Skills

If you're ready to move forward in digital, our award-winning team of experts specialise in the following areas:

- Creative & UX
- Technical
- Project Management
- Client Services
- Search & Marketing
- Social Media & PR
- Ad Tech & Sales
- Mobile
- Big Data



After

Information Technology

Information Technology

At iXceed we have extensive experience working with in the IT sector at various levels across different Organisations. IT is our core strength and we have a deep rooted technology experience with very strong credentials.

Some of our key focus areas in IT are providing permanent and contract solutions in the following areas:

Enterprise Architecture	1
ERP	2
Support specialists	3
Application Specialists	4
Packaged Services	5
IT Infrastructure	6
Testing and Validation	7
Emerging Technologies	8
Middleware and EAI	9
Consulting Services	10
Programme Management	11



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Staff Augmentation

iXceed has been operating in the European market for more than a decade in the technology domain and has a wealth of experience in staffing key skills like Digital Technologies, SAP, Front-End Technology stack or Infrastructure Technology. As gig economy is becoming prevalent, iXceed team is well equipped to manage critical staffing requirements in a fast evolving talent market.

Digital Skills

We can help to staff projects in key digital skills:

- Creative & UX
- Technical
- Project Management
- Search & Marketing
- Social Media & PR
- Ad Tech & Sales
- Mobile
- Big Data

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- ERP
- Support Specialists
- Application Specialists
- Packaged Services
- IT Infrastructure
- Testing & Validation
- Emerging Technologies
- Middleware & EAI
- Consulting Services

Telecom

We work with some of the world's largest Telecom service providers and Telecom product development and implementation services companies in the world. We have deep experience in handling telecom specific business, marketing, and technical requirements.

Our key focus areas in Telecommunications includes:

- OSS/BSS Specialists - Principals, Architects, and Consultants
- Networking Design consultants
- Field Installation Engineers and Technicians
- Telco Project Managers
- Telecom IT Architects
- Marketing and Sales Professionals
- Billing Specialists
- CRM Specialists
- Telco Infrastructure Design specialists
- Telecom Domain Principals and Consultants
- Telecom Application developers (C++, Microsoft .NET, C#, Java)

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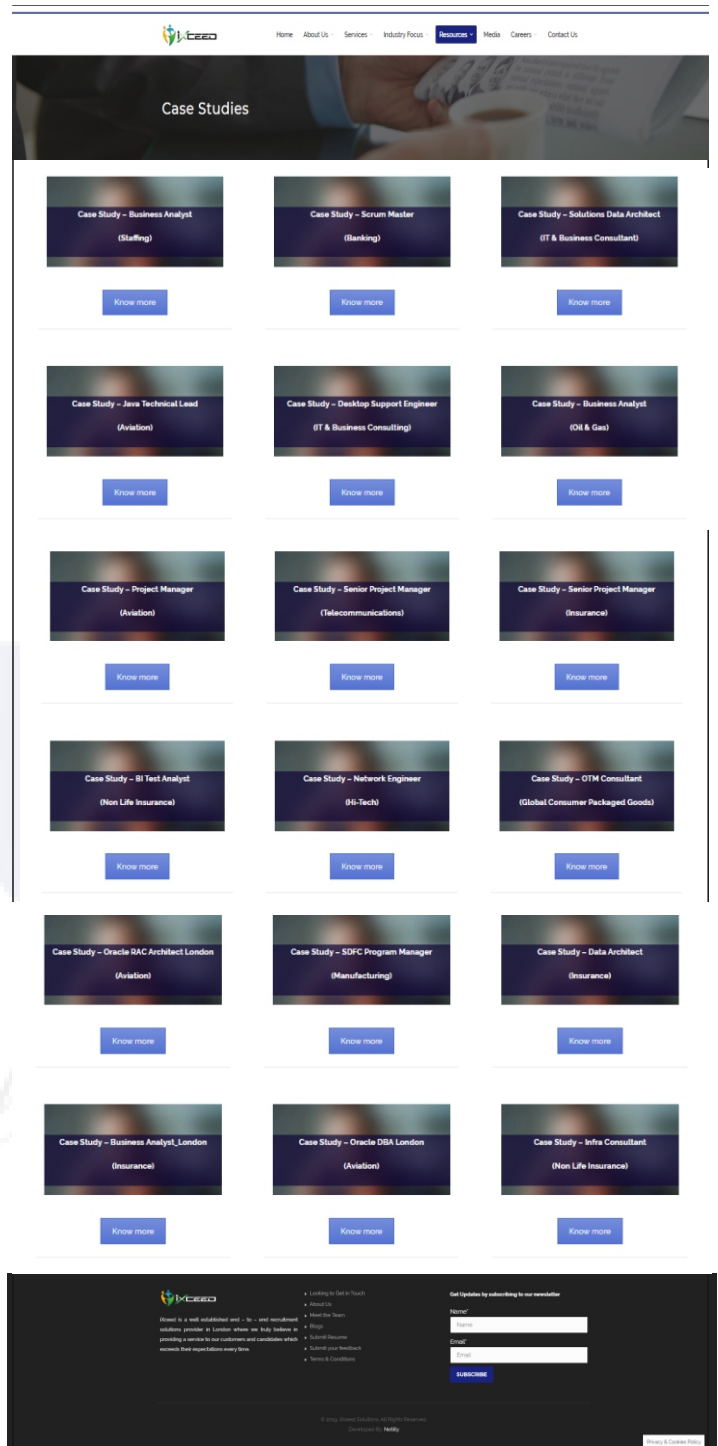
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New Additions

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.