

Prime Pixels

Web Management

Case Studies

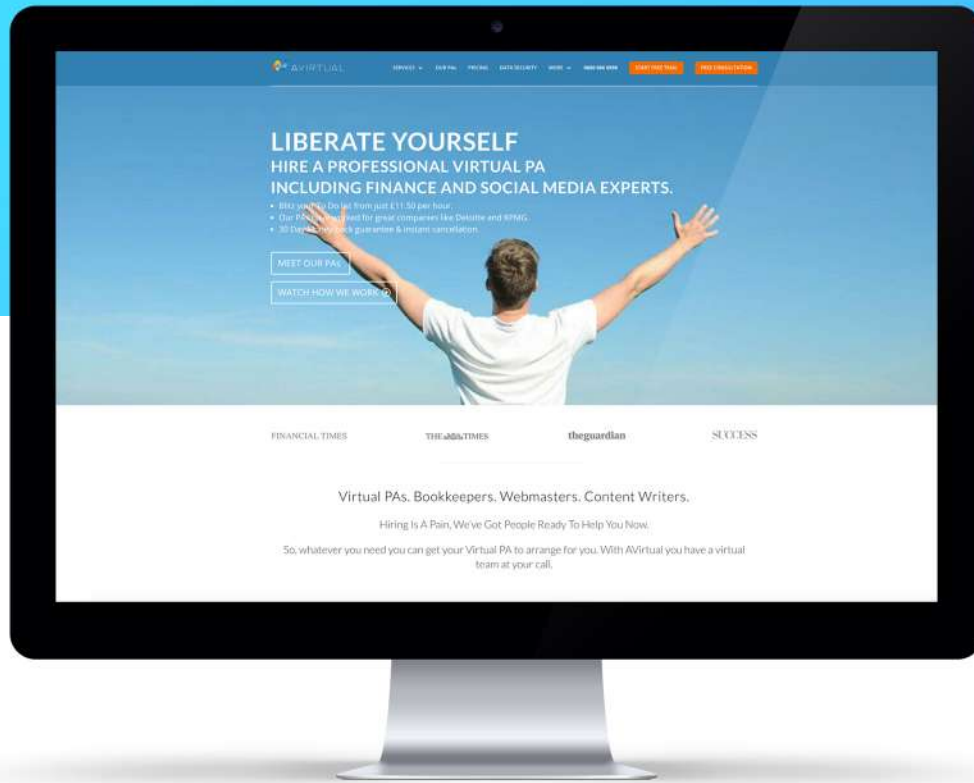


PRIMEPIXELS

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AVirtual

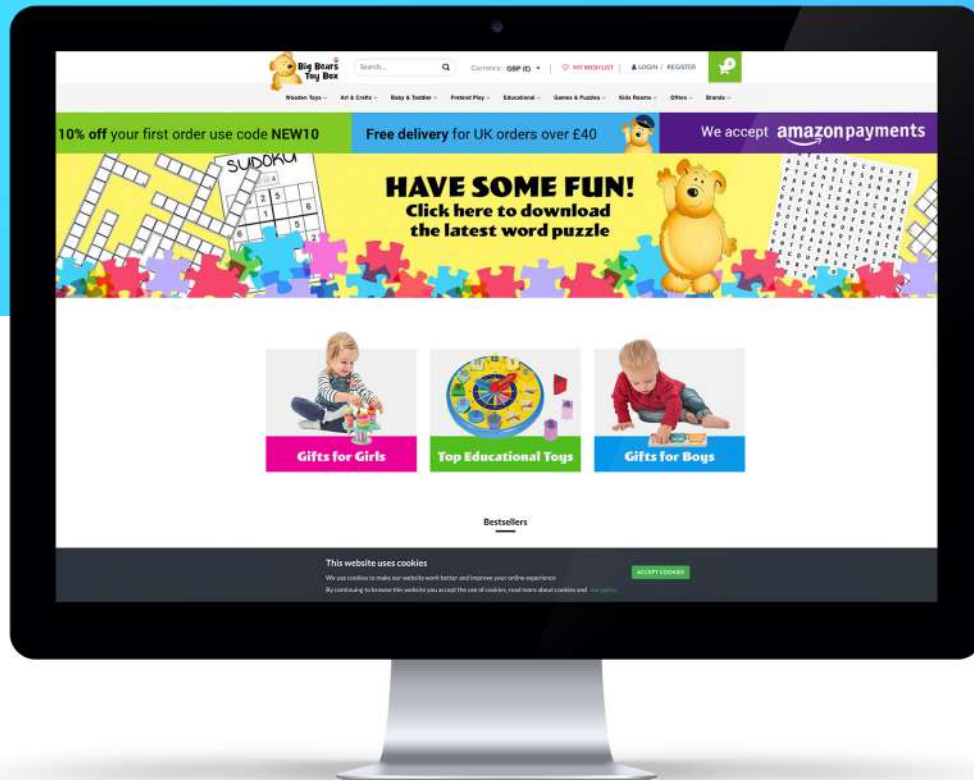
avirtual.co.uk



Industry:	Outsourcing, Pas, Admin
Services Required:	Website design & dev, SEO, CTA Optimisation and Ongoing Management & Maintenance
Brief:	To transform this startup's one page website into a fully fledged conversion, SEO machine and position it as one of the worlds leading remote pa's providers.
Solution:	A clean professional site that is focused upon services provided and the human element of remote PA provision. A very strong focus was placed on mobile design and it's ability to scale both in terms of landing page creation, payment gateways and CRM integration.
Outcome:	a 27% increase in conversions, 60% growth over the last 12 months, multiple press features including the FT and the emergence of the website as the digital home of the one of the world's most successful providers of high quality outsourced Pas.

Big Bears Toy Box

bigbearstoybox.co.uk



Industry:

E-commerce, Childrens Toys

Services Required:

Opencart To Wordpress Migration, Website design & dev, eBay and Amazon integration and Ongoing Management & Maintenance

Brief:

Migrate the existing site to Wordpress and complete a full redesign in the process. The new site needed to act as the central stock management system allowing the client to list items direct to eBay and Amazon from the website and control and manage all stock numbers and orders direct from the Wordpress admin area.

Solution:

Migration of full site from Opencart to Wordpress streamlining and improving some of the functionality along the way. We took their existing design and created a more professional and established design focused upon presenting the shopping site as an established and trustworthy vendor. Using 3rd party software we created a system that allowed the user full control over their stock and orders across eBay, Amazon and Wordpress without ever leaving wp-admin.

Outcome:

a 14% increase in sales. Functionality that allowed the client to better remarket to existing customers and incomplete checkouts. Easy to use stock and order control system which has streamlined their whole business helping them prepare it for sale.

Plan South America

plansouthamerica.com



Industry:	Luxury Travel
Services Required:	Website design & dev, SEO, CTA Optimisation and Ongoing Management & Maintenance
Brief:	The client came to us to help them design and build a website on a tight budget yet one that could compete with their most established competitors. Their website was converting poorly and did not match the quality of price bracket of their product.
Solution:	A simple image lead site with a focus upon the CTA 'Speak To A Specialist'. We recognised that what set them apart was their local knowledge, so we relied on 'user generated content' – content from their staff to bring their destinations to life through simple design, beautiful images and real life accounts /stories relating to those destinations.
Outcome:	a 13% increase in conversions and recent Financial Times piece focused upon the brand which would have been impossible with the old site.



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