

# CASE STUDY

Imagine the difference 41% more goal completions would mean for your business!

Our Client: FreeSQLdatabase.com offer a web-based service providing sql database functionality for free. They also offer an extended sql service available through upgrades or instant registration which includes further benefits and services.



FreeSQLdatabase

Free sql database is designed for developers at all levels, providing a secure and reliable service for developing or running production websites and services.

## The Challenge

The original freesqldatabase website had become very dated and was no longer competitive or engaging. The team at freesqldatabase.com no longer had confidence in the website as a business development tool. The dated appearance lacked authority and credibility, and did nothing to reassure customers confidence in the business.

Other key issues for the website included the fact that the design was not mobile responsive which is a significant disadvantage for anyone accessing the site on a tablet or phone. This also means that the site is penalised by search engines.

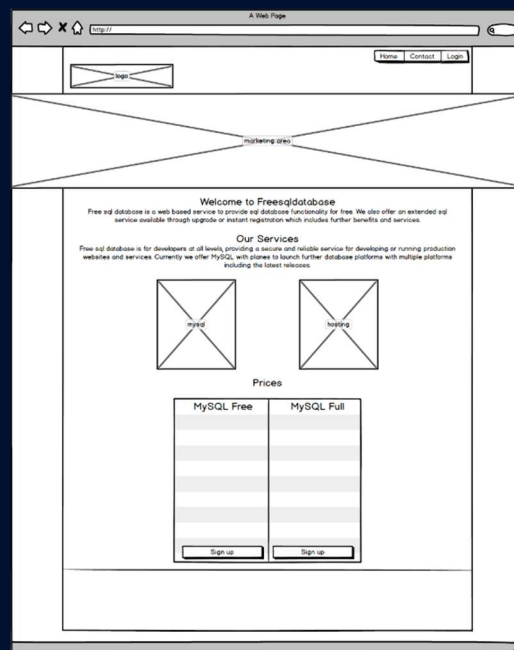
As a consequence the site was no longer effective generating leads.



## Our Approach

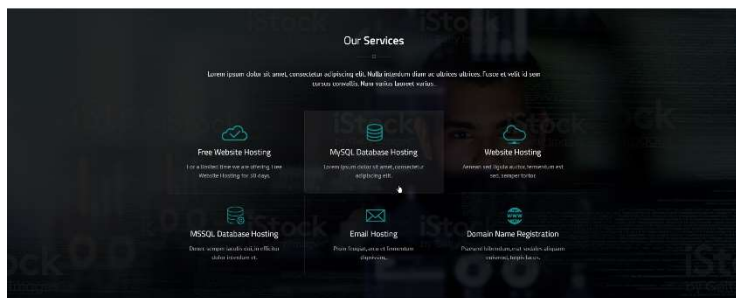
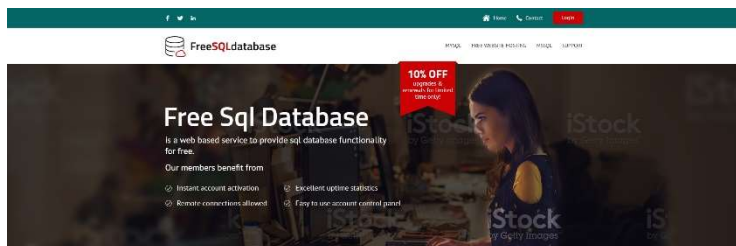
When we start work with our clients we always begin with listening. Our initial conversations focus on their business goals, objectives and aspirations. Understanding where our client wants to be is essential when it comes to defining the scope of a project and understanding the role the website will play in contributing to the overall strategy.

Most websites, and freesqldatabase.com was no exception, are designed primarily to deliver lead generation, to act as a company brochure or as an ecommerce platform, but many still fail to achieve what is expected of them, and this is what we focus on. For this reason, once we have listened, we agree a goal with our client which will then underpin all our decisions. This goal is recorded and is then used to measure success after 6 or 12 months.



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When we started work on this project we identified a number of weaknesses with the current website, and also highlighted the need for an updated and redesigned logo which was integral to the overall feel of the website – in particular the colour palette, fonts and design cues.



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MySQL Free	Premium	MySQL Full
FREE	\$18.55/£10.45/12.65€ per year	\$21.15/£13.49/16.92€ per year
Instant account activation	Instant account activation	Instant account activation
Number of databases: 1	Number of databases: 1	Number of databases: 1
Database Space: 1MB	Database Space: Starting from 75MB	Database Space: Starting from 100MB
phpMyAdmin	phpMyAdmin	phpMyAdmin
Multiple Server Locations	Multiple Server Locations	Multiple Server Locations
24 hour support	24 hour support	24 hour support
Sign Up	Sign Up	Sign Up



## Our Solution

Having completed the initial wireframe designs for the new website and agreed the website design with our client we then began the design process. Up to this point we had focussed on four principles which would define the website:

1. It was essential to deliver a clean, modern design which would give customers confidence in the business
2. Branding had to be clear and the visitor journey through the website had to be legible and designed to drive sales
3. The new website had to be mobile responsive
4. An SSL certificate was needed to build visitor confidence and to secure search engine

When it came to the website we turned our wireframes and flat designs into a working website, a page at a time. The site was built within the WordPress Content Management System, with our expertise applied to create a very tailored solution. In addition, we also installed additional plugins to ensure robust website security and performance, and we also included disaster recovery solutions.

Once the new website was ready, we transferred the content from the old website to the new site, reviewing all the content and making updates as requested by our client.

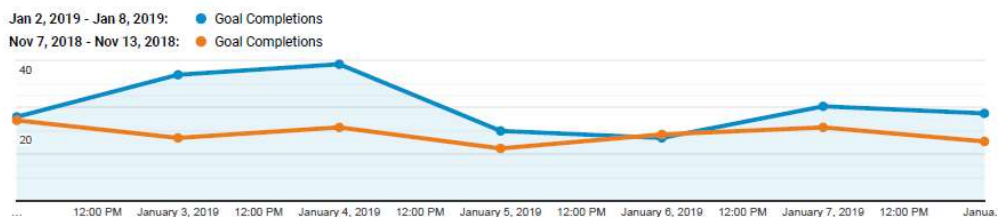
Before signing off the project we carried out a full website audit using a wide range of tests to check performance in order to maximise the user experience and search engine likeability



*We were really please with our new website. The team at Excalibur really understood what we needed and responded to our brief with enthusiasm. The end result is a website which has already started to generate great results for our business*

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## The Results

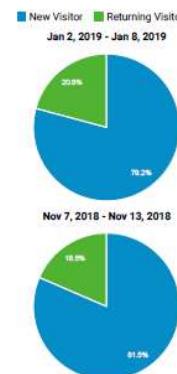
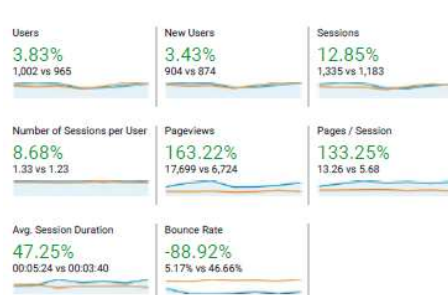
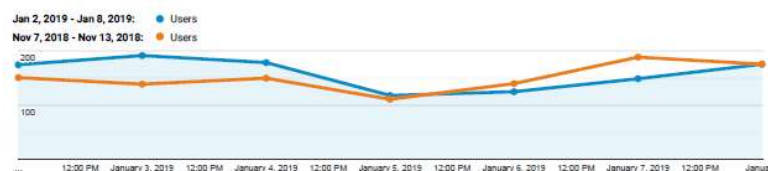


Equally impressive is the 134% increase in page views, and when combined with an 88% decrease in bounce rates it bodes well for the firm's future success. Even without the work we have done to improve page rankings the website is performing much more effectively than it was two months earlier.

We expect exponential growth once the major search engines have started to deliver better website results.

In summary this project highlights just how important it is to invest in a carefully designed and well thought through website.

We were really excited by the results that the website achieved, even within the first week after launch. A 41% increase in goal completions before any of the major search engines have responded to the improved design is a remarkable result.



## About Us

Excalibur Digital are a website consultancy offering web hosting, SEO and SaaS for business in the Kent and the London area. We support clients with all their online needs.

We also help digital agencies and web designers when they need an extra pair of hands. We are your one stop shop for all things digital.

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