

WEBSITE RE-DESIGN

Case Study

Span Seating Systems Pvt. Ltd.

Hello Akshar,

I am in awe.

My old website was really missing the action.
The newly re-designed website is impressive and
user friendly. I would say it is a 360 degree
makeover. Many thanks for the good work.

Appreciate your hard work and constant follow-up
for website material ;)

The idea of sending teaser email campaigns for
website launch worked very well (it could create
the buzz which I had in mind). I have received
emails from clients praising the new website for
its design & improved usability.

You have been an incredible asset to Span
Seating.

Cheers!

JP

Director

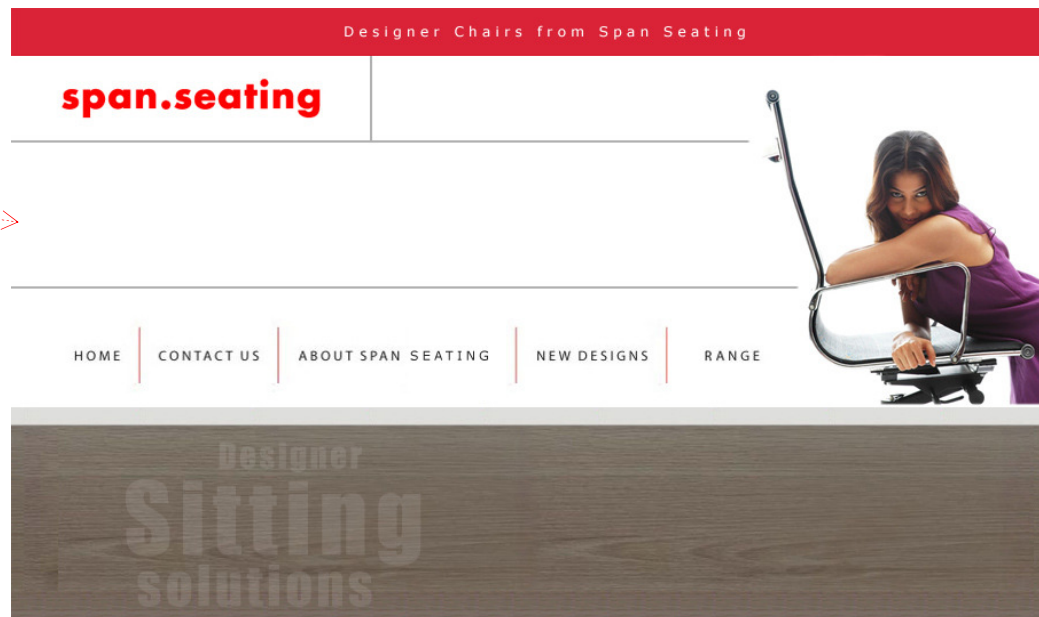
Span Seating Systems Pvt. Ltd.

See the “Difference”- Yourself

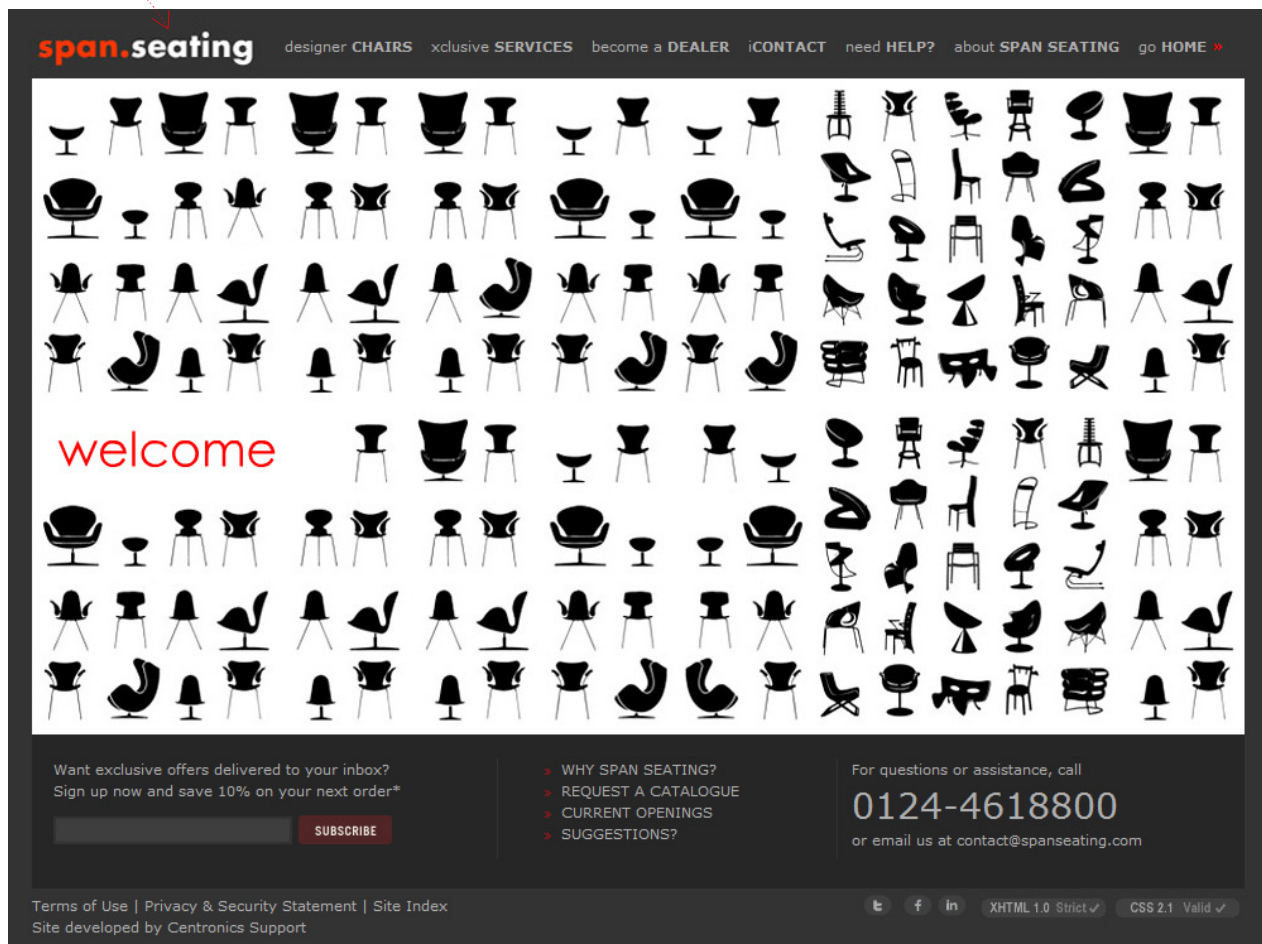
The makeover –

As the client mentioned in his testimonial above, it was a complete 360° turn around. From a simple looking brochure website we turned it into a full-fledged interactive online presence armed with not just captivating visuals and engaging text, but also cutting edge social media apps.

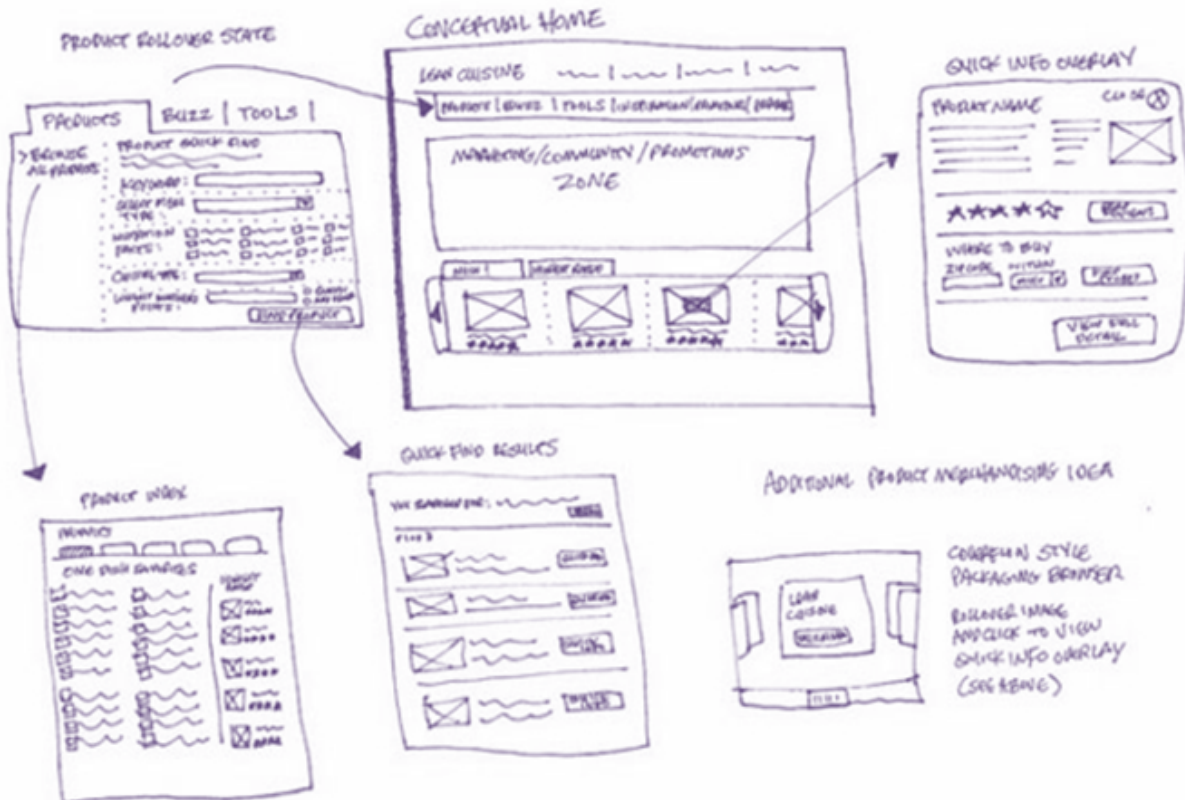
before



after



The wireframe (the magic sketch that did the trick)



For every website project we use wireframes to get a more tangible grasp of the site's functionality and other important aspects...

A **website wireframe**, also known as a page schematic or screen blueprint, is a visual guide that represents the skeletal framework of a website.

The wireframe depicts the page layout or arrangement of the website's content, including interface elements and navigational systems, and how they work together. It also helps us better communicate to the client how we are going to arrange and connect the various elements of his or her website to communicate the message lucidly.

Ta-dda !!!.

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company.brief

Established in year 1995 Span Seating started with a very humble beginning offering basic range of office furniture. Today after a decade and half of continuous growth and product innovation we are a leader in our category.


We are considered as "An innovation led company offering world class seating solutions". And a very important part of this success is dedicated to our encouraging clients, supportive business partners and wonderful staff members.

Every year we sell thousands of chairs to hundreds of customers across India (also to the World). They range from small-medium business house to Fortune 500 companies. From NGOs, Banks, to large corporate and other institutions.

Starting August 2009, we diversified into other areas of seating arena like we started importing lounges and premium sofas.

There is more yet to come! Keep following up the story of Span Seating every now and then... because by 2015 we would be become India's no. 1 seating company in designer seating category.

You are here : HOME / COMPANY BRIEF



quick.links

- [company.brief](#)
- [organization.chart](#)
- [vision.mission](#)
- [why.span.seating](#)
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- > WHY SPAN SEATING?
- > REQUEST A CATALOGUE
- > CURRENT OPENINGS
- > SUGGESTIONS?

For questions or assistance, call

0124-4618800

or email us at contact@spanseating.com

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[t](#) [f](#) [in](#) XHTML 1.0 Strict ✓ CSS 2.1 Valid ✓

A clean + stylish + interactive website with a consistent tone was created... That resulted in the client saying "I am in awe" Now, isn't it a dream reaction?

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request.a.catalogue

Please fill this form to receive a Span Seating 2011 Catalogue:

First Name*	Last Name*	Day Phone*
<input type="text"/>	<input type="text"/>	<input type="text"/>
Address*		Evening Phone
<input type="text"/>		<input type="text"/>
Address 2		Email Address*
<input type="text"/>		<input type="text"/>
City*	Mobile	
<input type="text"/>	<input type="text"/>	
Zip/Postal Code*	I am*	
<input type="text"/>	<input type="text"/>	
Country*	Gender	
<input type="text" value="(please select a country)"/>	<input type="text" value="Select"/>	

*Required

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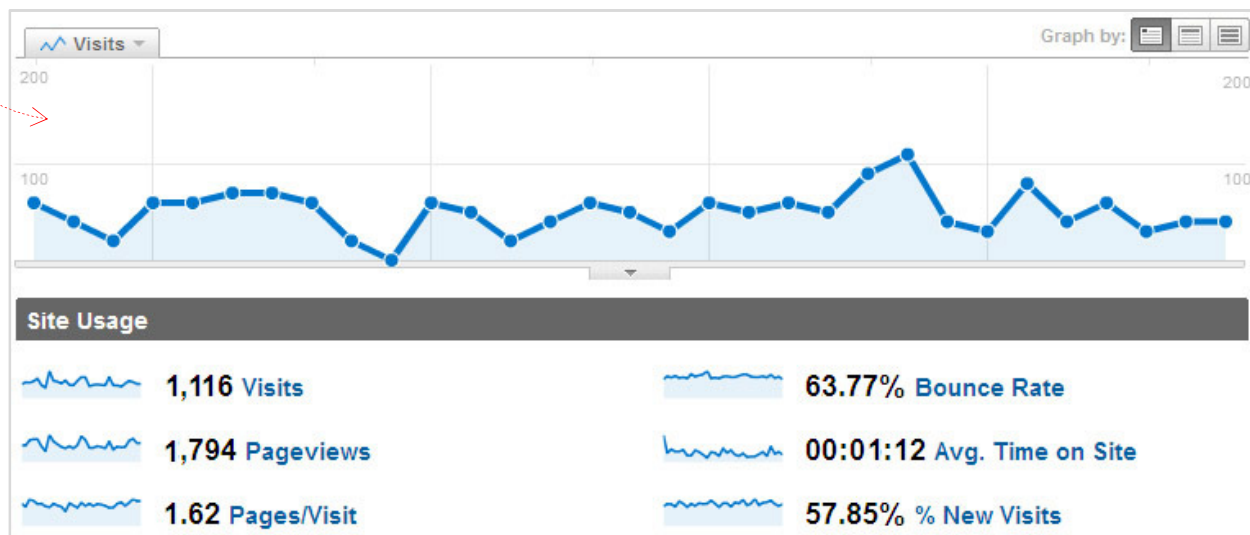
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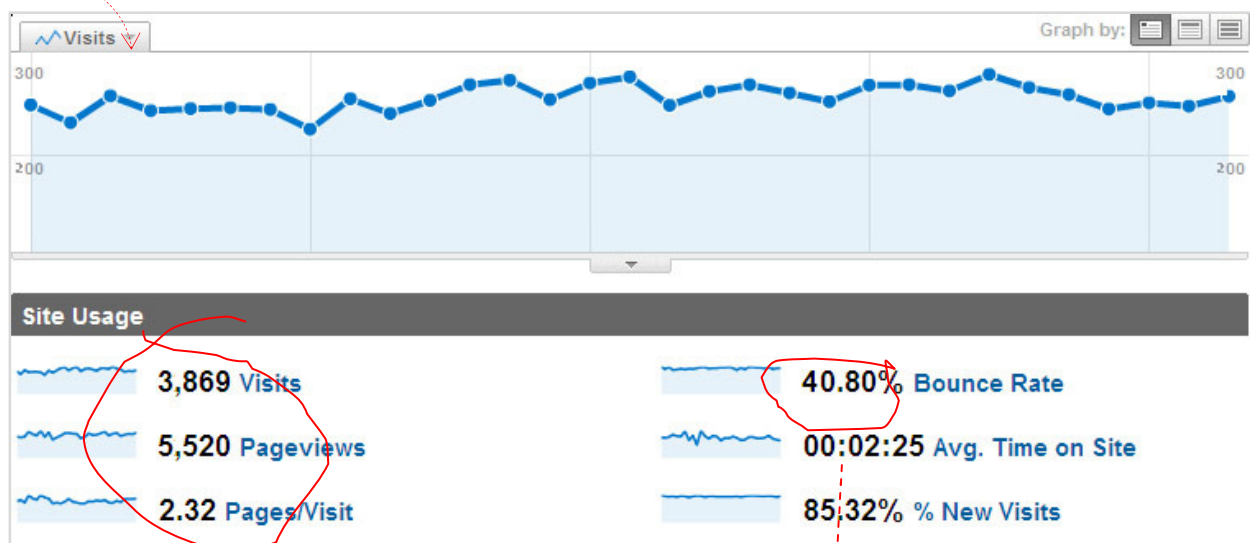
Not a fairy tale or some airy talks – the “difference” based on facts & figures.

>>It is not just the design and visual representation that we altered, we also made the website search engine friendly, and the Google analytics visuals are the live proof: (before-after comparison presented below)

earlier



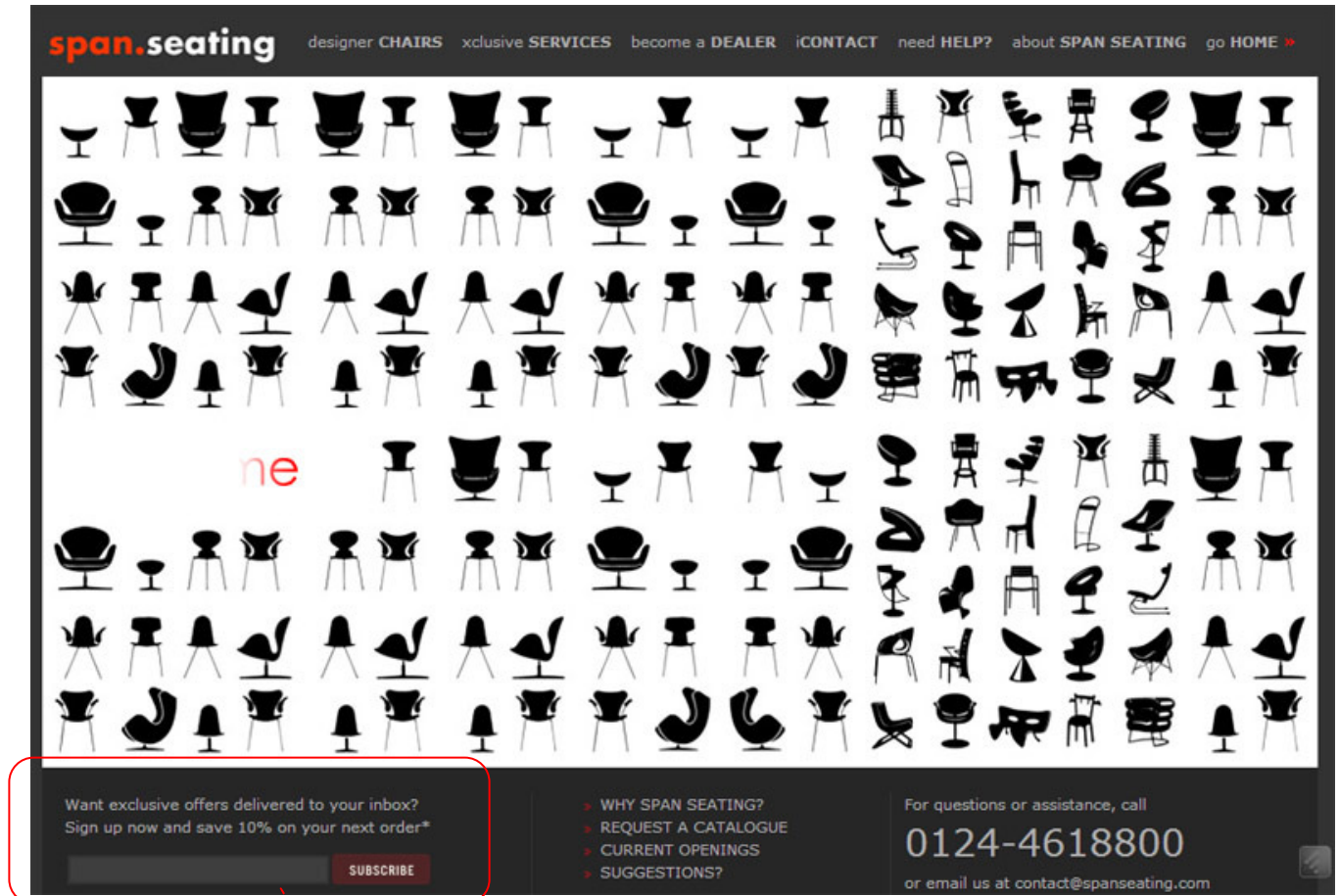
now



Almost 100% increase in page visits

Average time spent
on website also got just double

With just a few touches here and there, the Span Seatings newsletter subscription rate began to touch new heights. The same trend was replicated by their "Catalogue downloads".



Newsletter subscription ratio increased from nearly 0 (zero) to 30+ per month

Website Re-designing Story

Making long story short –

How did we give the Span Seating website the 360° turn around?

The key points are described below –

- Established in 1995, Span Seating started with a very humble beginning offering basic range of office furniture.

Today after a decade and half of continuous growth and product innovation Span Seating is considered as one of the leaders in designer seating solution providers.

- During the first phase, the website re-designing process for Span Seating went through some ups & downs... Initially the client was not okay for a complete makeover (due to various reasons – including the cost involved)..He merely wanted us to make some changes to the old website itself.
- Always eager to make a point a client can easily understand, self-learning is an important part of our working. So we made some minor changes to the existing website and of course, as we already knew, nothing much happened, and on top of that, the client spent money on something that wasn't going to work. The only positive thing was, the client was now more receptive to our suggestions. .
- In 2009 we were hired for a complete makeover of the website (after a loooooong discussion why to re-design the whole website :-))

- My internal team and I conducted a comprehensive Website Audit and evaluated the missing ingredients in the old website and proposed an all-new workable strategy...

(Want to know what all shortcomings the previous website had? They are listed in a longer version of this case study. Write to us if you want to have a look)

- After 4 months of design + development >follow-ups >revisions > improvements >follow-ups > further fine tunings > some more follow-ups >a new-improved version of SpanFloors.com was re-launched :-)
- It's been more than 2 years since we re-designed Span Seating's website – but even today the website continues to WORK as it was planned.
- The new website acts like a digital marketing tool for the sales team (and other stake holders). It helps the Span Seating sales force to use it for lead generation..

As all other good projects Spanseating.com was a collaborative effort of Mr. JP Singh (Director – Span Seating) + creative inputs from the Span Seating team + me & my team...

Without Mr. JP Singh's long term vision and willingness to explore the other side of the World Wide Web – we wouldn't have made **Spanseating.com – an ideal small business website that really works!**

The results –

- Website page views increased almost by 100%
- A special section “Repair Service” & “Ask an Expert” – witnessed a flow of new visitors
- Time spent on website went up from 30 seconds to more than 2 minutes on an average
- Architects (the main target audience) started requesting for Span Seating NEW collection catalogue
- More than 85% clients, associates, dealers - acknowledged that the new website is more user friendly than before and has that ATTITUDE which Span Seating carries
- The new product gallery started attracting more eyeballs. Gallery page views increased 3x
- Dealership enquiry ratio increased by 30%
- A new section ‘Need Help’ was introduced. This new feature has turned this website from a simple brochure into a totally educational and interactive experience...
- A new way of presentation with big pictures and fixed width and height, adding another pep to the website

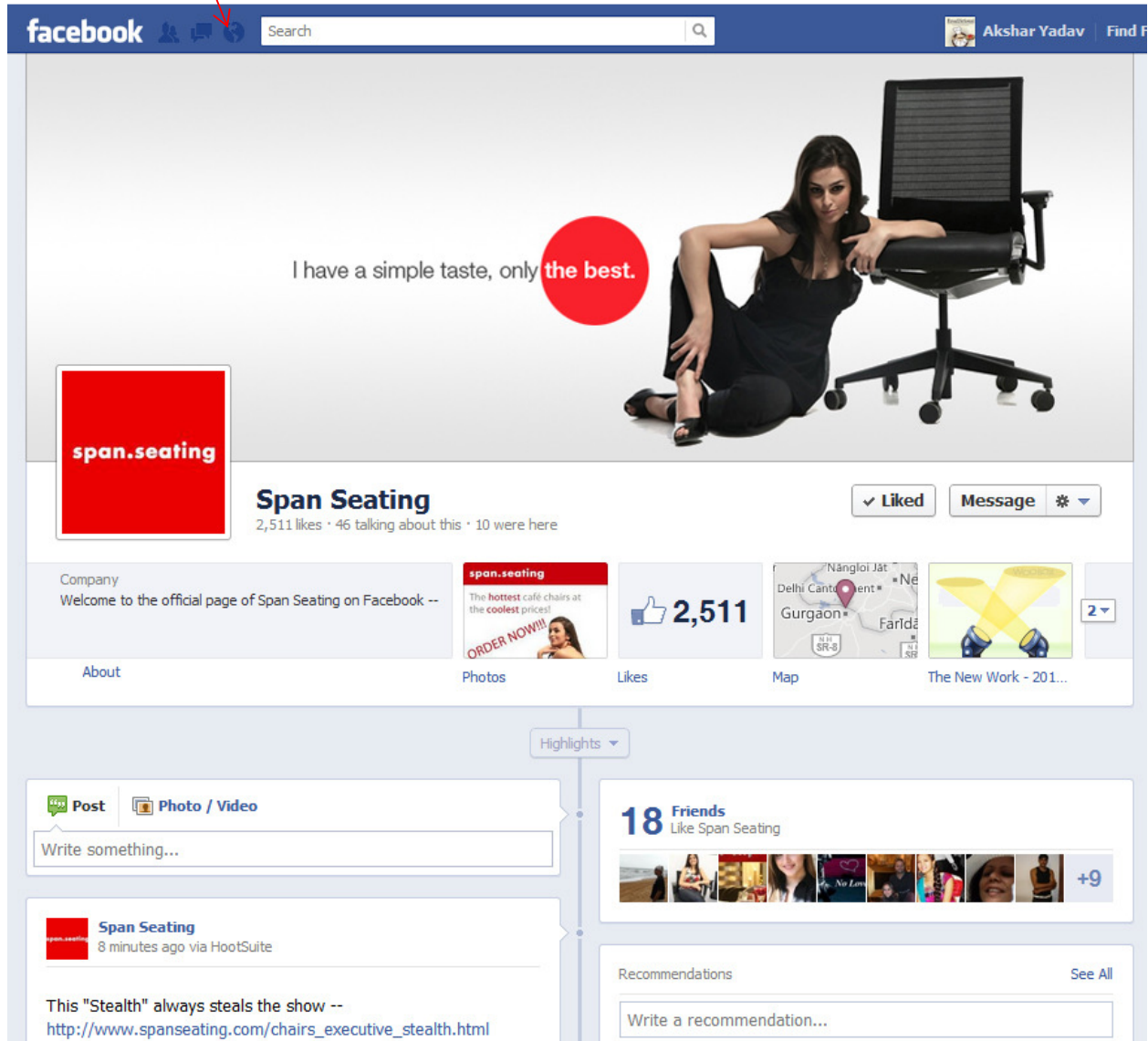
And that’s not all. In fact there are a lot more NEW’s but if we start writing it all this case study may cross 50 pages easily...

So, we encourage you to visit the site and see the “difference” yourself. Visit >>www.spanseating.com

Up-to-date with changing times –

Span Seating' new website is fully intetaged with Social Media platforms

Span Seating Facebook FAN PAGE www.facebook.com/spanseating



The screenshot shows the Facebook interface for the Span Seating fan page. At the top, the Facebook logo and navigation icons are visible, with a red arrow pointing to the Facebook icon. The page header features a large image of a woman in a black dress sitting on a black office chair, with the text "I have a simple taste, only the best." and a red circle containing "the best." Below this is the Span Seating logo and name, along with "2,511 likes · 46 talking about this · 10 were here". The page includes tabs for "About", "Photos", "Likes", "Map", and "The New Work - 201...". The "About" tab is selected, showing a welcome message and a "Company" section. The "Likes" tab shows a count of 2,511 likes. The "Map" tab shows a location in Gurgaon. The "The New Work - 201..." tab shows a photo of two people. The "Post" section on the left has a text input field and a "Post" button. The "Photo / Video" section on the right shows a grid of 18 photos. The "Recommendations" section at the bottom has a "Write a recommendation..." input field.

facebook

Search

Akshar Yadav

I have a simple taste, only the best.

span.seating

Span Seating

2,511 likes · 46 talking about this · 10 were here

Company

Welcome to the official page of Span Seating on Facebook --

About

Photos

Likes

Map

The New Work - 201...

Highlights

Post

Photo / Video

Write something...

Span Seating

8 minutes ago via HootSuite

This "Stealth" always steals the show --

http://www.spanseating.com/chairs_executive_stealth.html

18 Friends

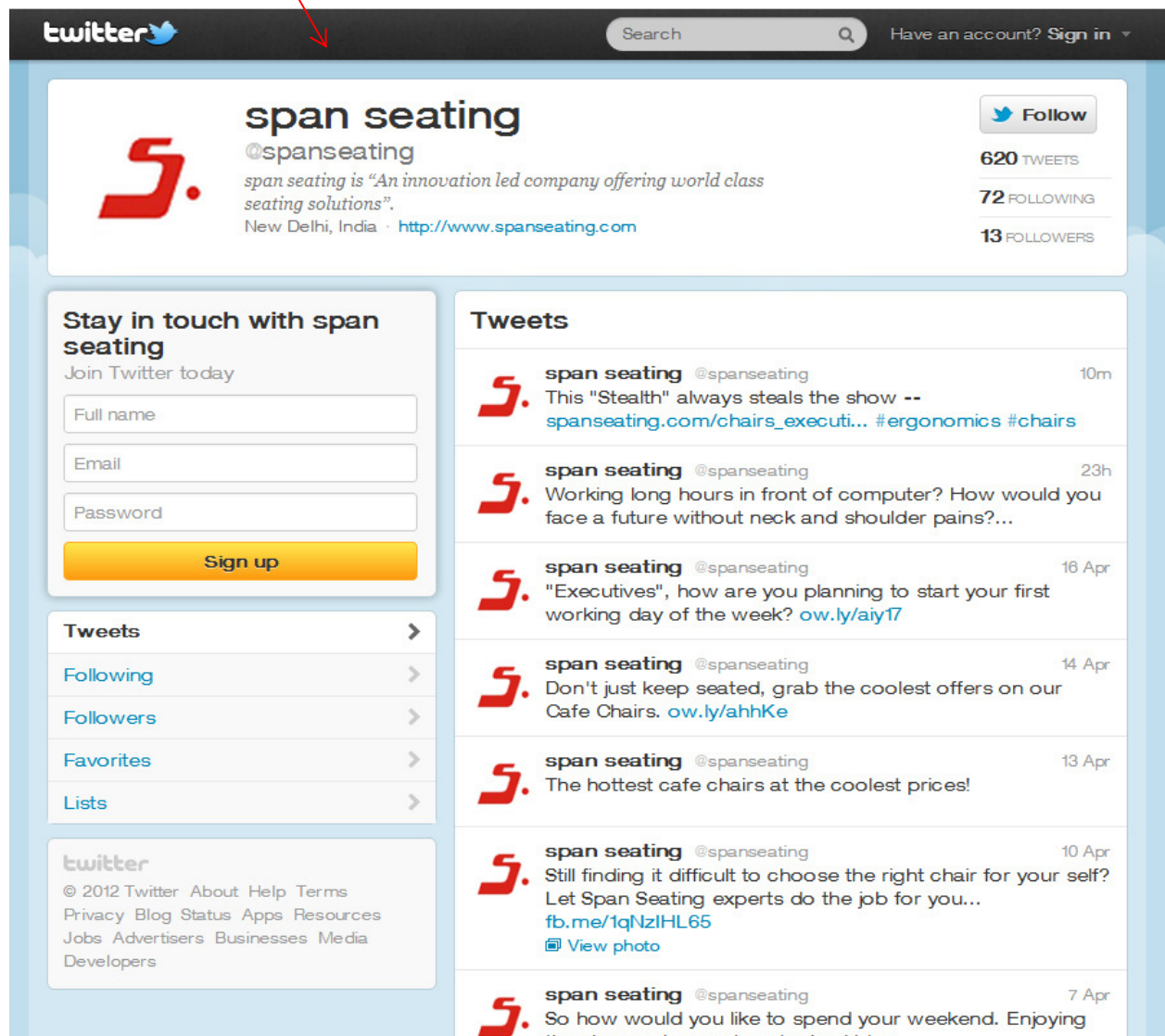
Like Span Seating

Recommendations

Write a recommendation...

See All

Span Seating Twitter page at www.twitter.com/spanseating



The image shows the Twitter profile page for Span Seating (@spanseating). The header includes the Twitter logo, a search bar, and a sign-in link. The profile section features the company's logo, name, handle, bio, location, website, and follower statistics. On the left, there is a 'Stay in touch with span seating' section with a sign-up form and a navigation menu. The main area displays a list of tweets from the account.

twitter

Search Have an account? [Sign in](#)

span seating
@spanseating
span seating is "An innovation led company offering world class seating solutions".
New Delhi, India · <http://www.spanseating.com>

[Follow](#)

620 TWEETS
72 FOLLOWING
13 FOLLOWERS

Stay in touch with span seating
Join Twitter today

Full name

Email

Password

[Sign up](#)

Tweets

- span seating** @spanseating 10m
This "Stealth" always steals the show -- spanseating.com/chairs_executi... #ergonomics #chairs
- span seating** @spanseating 23h
Working long hours in front of computer? How would you face a future without neck and shoulder pains?...
- span seating** @spanseating 16 Apr
"Executives", how are you planning to start your first working day of the week? ow.ly/aiy17
- span seating** @spanseating 14 Apr
Don't just keep seated, grab the coolest offers on our Cafe Chairs. ow.ly/ahhKe
- span seating** @spanseating 13 Apr
The hottest cafe chairs at the coolest prices!
- span seating** @spanseating 10 Apr
Still finding it difficult to choose the right chair for your self? Let Span Seating experts do the job for you... fb.me/1qNzIHL65
[View photo](#)
- span seating** @spanseating 7 Apr
So how would you like to spend your weekend. Enjoying time in your lounge is not a bad idea.

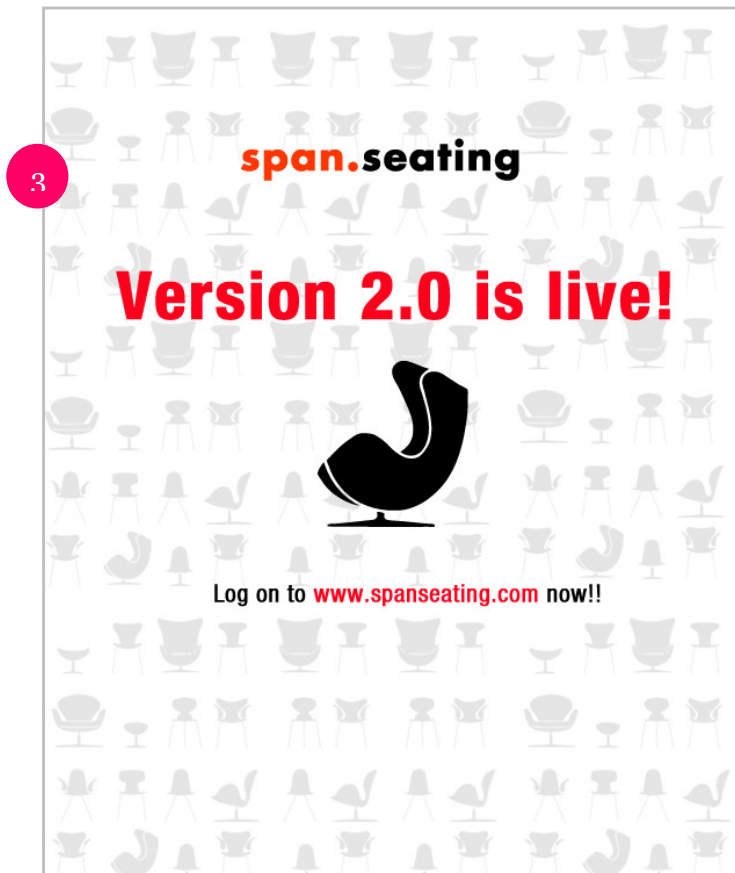
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Website launch

Email Marketing campaigns –

You can sign-up free for updates from Span

here <http://www.spanseating.com/newsletter.php>



((1)) **TEASER** EMAIL CMAPAIGN

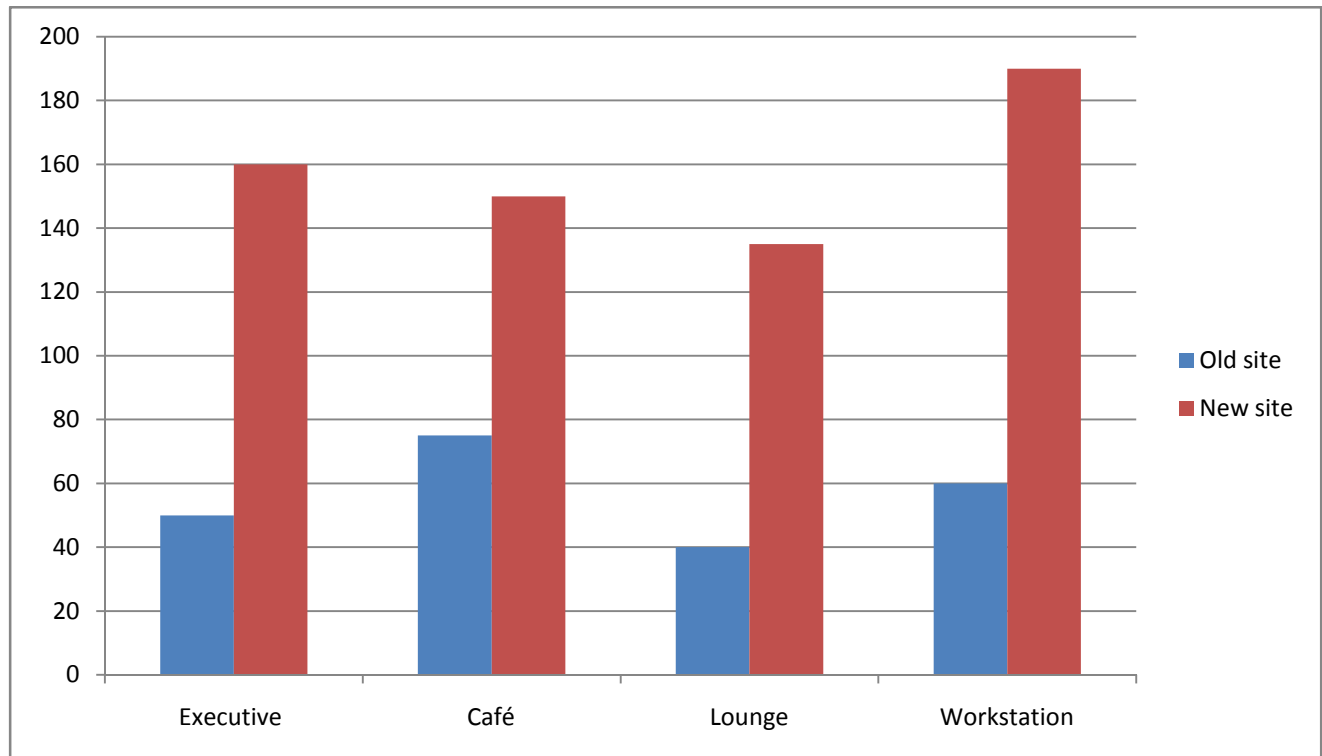
((2)) **WEBISTE LAUNCH** ANNCOUMENT

((3)) **FOLLOW-UP**(reminder) EMAIL

The bars are more taller now. See it yourself –

The new look and refurbished content arrangement complemented by user-friendly browsing options have set the statistics class abuzz.

Product gallery views jumped almost 3 times within three months after the launch of the new website.



(Graph indicates page views per month)

The new website is witnessing **improved hits** and page-views since day one.



Want to know how Centronics Support is helping brands like Span Seating stay in touch with their customers & remain no.1 in brand recall? Read our **Email Marketing case studies**>> here: <http://www.centronicssupport.in/case-studies.php>

Free resources to help YOU succeed

FREE EBOOKS –



1. **Emailicious** (my free ebook on Email Marketing – a real world story of how an entrepreneur turned around his small business completely by implementing a kick-ass email marketing strategy formulated by yours truly) -- <http://www.centronicssupport.in/emailicious.php>
2. **Website Talkies** (a free ebook on how an enterprising business owner turns around his business by being proactive and redesigning his website) -- <http://www.centronicssupport.in/website-talkies.php>
3. **Take That Plunge!** (a short and inspirational read on my own half-baked entrepreneurial journey) -- <http://www.centronicssupport.in/take-that-plunge.php>

FREE E-COURSES –



1. **How to Build a Website that Works** (Learn all the finer points about building website that really works) -- <http://www.centronicssupport.in/ecourse-how-to-build-website-that-works.php>
2. **Beginners Guide to Email Marketing** (an introductory course on permission based email marketing) -- <http://www.centronicssupport.in/ecourse-beginners-guide-to-email-marketing.php>
3. **Hot Response Email List Building Secrets** (an unique course revealing secrets known to professional email marketer on how to build email database fast) -- <http://www.centronicssupport.in/ecourse-hot-response-email-list-building-secrets.php>



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