

WEBSITE RE-DESIGN

Case Study

Seighteen Electricals Pvt. Ltd.

अक्षरजी,

आपने सही कहा था। मैंने कभी इस बात को महत्व ही नहीं दिया था कि कम्पनी की एक अच्छी वेबसाइट होने के क्या लाभ हो सकते हैं। परंतु आज जब हमारी नई वेबसाइट को देखता हूँ तो लगता है कि वाकई बात तो बनी है!

हमारे कम्पेटीटर की वेबसाइटों के आगे अब हमारी वेबसाइट काफी अलग और इक्कीस लगती है.

हमें कुछ इनक्वायरी भी प्राप्त हुई है. कुल मिलाकर नई वेबसाइट के काम से मैं बहुत खुश हूँ. कुछ अच्छा हुआ लगता है।

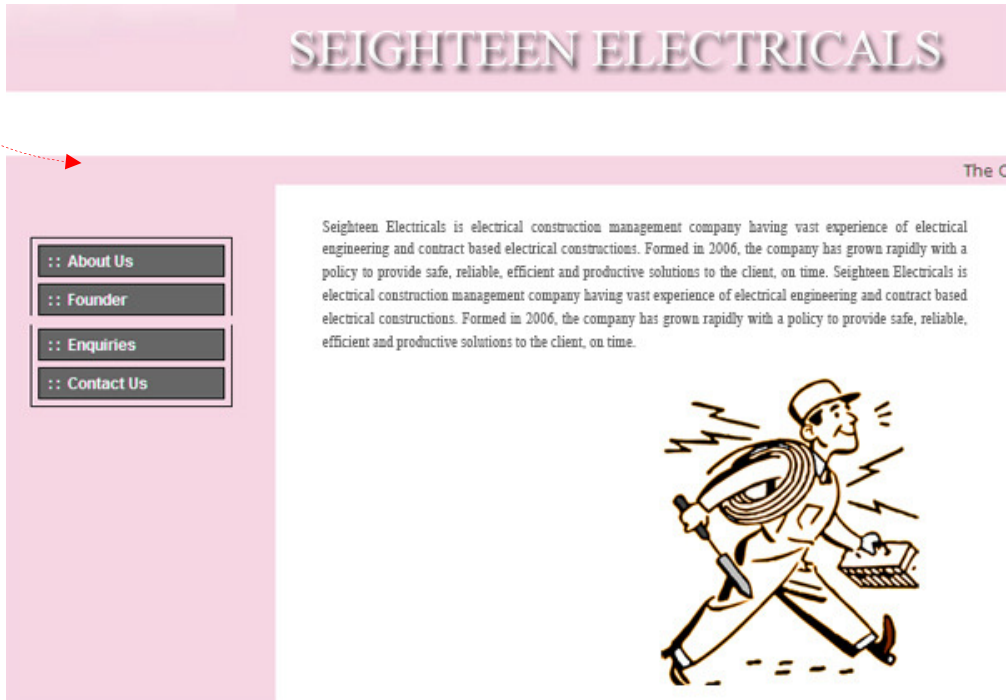
आगे आपसे ईमेल मार्केटिंग की बात करनी है। मुझे लगता है वो भी करना चाहिए।

– नरेन्दर कुमार शर्मा

(Original copy of letter received by the promoter of the company. Published with his permission)

Before and After magic

before



after



The Re-design Story

Making long story short –

Sharing here only the key points of the entire website re-design process:

- Founded by Mr. Narendar Kumar Sharma in 2006, “Seighteen Electricals” – is the electrical construction management company.

The company has vast experience in electrical engineering and contract-based electrical constructions.

- They had a web presence before but the website was very basic. It looked as if somebody had quickly designed their website using very simple free tools available on the Internet. So naturally, we suggested a complete makeover of the website.
- In order to make something strong, you have to recognize its weaknesses. So as a first step, along with my internal team, I carried out an extensive website audit of their existing website, made comprehensive notes of what was missing and what needed to be changed, and after obtaining all the information Centronics Support proposed an all-new workable strategy.

(Want to know exactly what was missing in the previous version of the Seightseen Electricals website? Write to us and we will send you a bigger, more detailed version of this case study.)

- After submitting our report and getting approval we started design + development + coding of the website afresh.

- Of course a lot went into creating the new design as we wanted to give it a professional look without losing the personal touch. We not only changed the visual layout we also brought forward the important bits of information that a visitor needs in order to decide in favor of the company. After the completion + checking + Meta / keywords integration we launched the new website.
- The new website is now rated among the best website in this category by the dealers and stakeholders.
- The new website has given a big impetus to work-related enquiries.
- The higher end niche look of the website worked well with new potential customers of the company and hence proved fruitful in terms of profitability.
- With a well-organized professional-looking website the sales team of the company finds it easier to approach new markets and customers and promote their business with greater confidence.

The makeover –

Presented below is the new, elegant and sleek look that gave the website an edge over other websites of similar business.

SEIGHTEEN electricals

subscribe our newsletter
become facebook fan

Home About us ▾ Why us? Services Projects ▾ Career Contact us



about us / company brief

Research and Development is cornerstone of our company. It is a reason behind our rapid growth.

What makes difference is approach and dedication. We believe, we trust.

Seighteen Electricals is electrical construction management company having vast experience of electrical engineering and contract based electrical constructions. Formed in 2006, the company has grown rapidly with a policy to provide safe, reliable, efficient and productive solutions to the client, on time.

No wonder, in a small span of just 5 years, Seighteen Electricals has now grown into many folds and become a part of big league. Specialized in Electrical management, Seighteen Electricals gives value to its work by always adding an "extra".

Powered by the stable and reliable team of able technicians and administrators fully charged to meet the global challenges, the company provides its clientele world class services with ground breaking accuracy and technological advancement.

The company is innovating 24 hours a day. A process which never stops.

Also Read : [Mr. N. K. Sharma's vision to take Seighteen to the next level](#)

IN THIS SECTION

- » [company brief](#)
- » [about founder](#)
- » [team](#)
- » [organization chart](#)

BEING WITH SEIGHTEEN

- » [subscribe newsletter](#)
- » [business inquiry](#)

A broad vision can change the dynamics

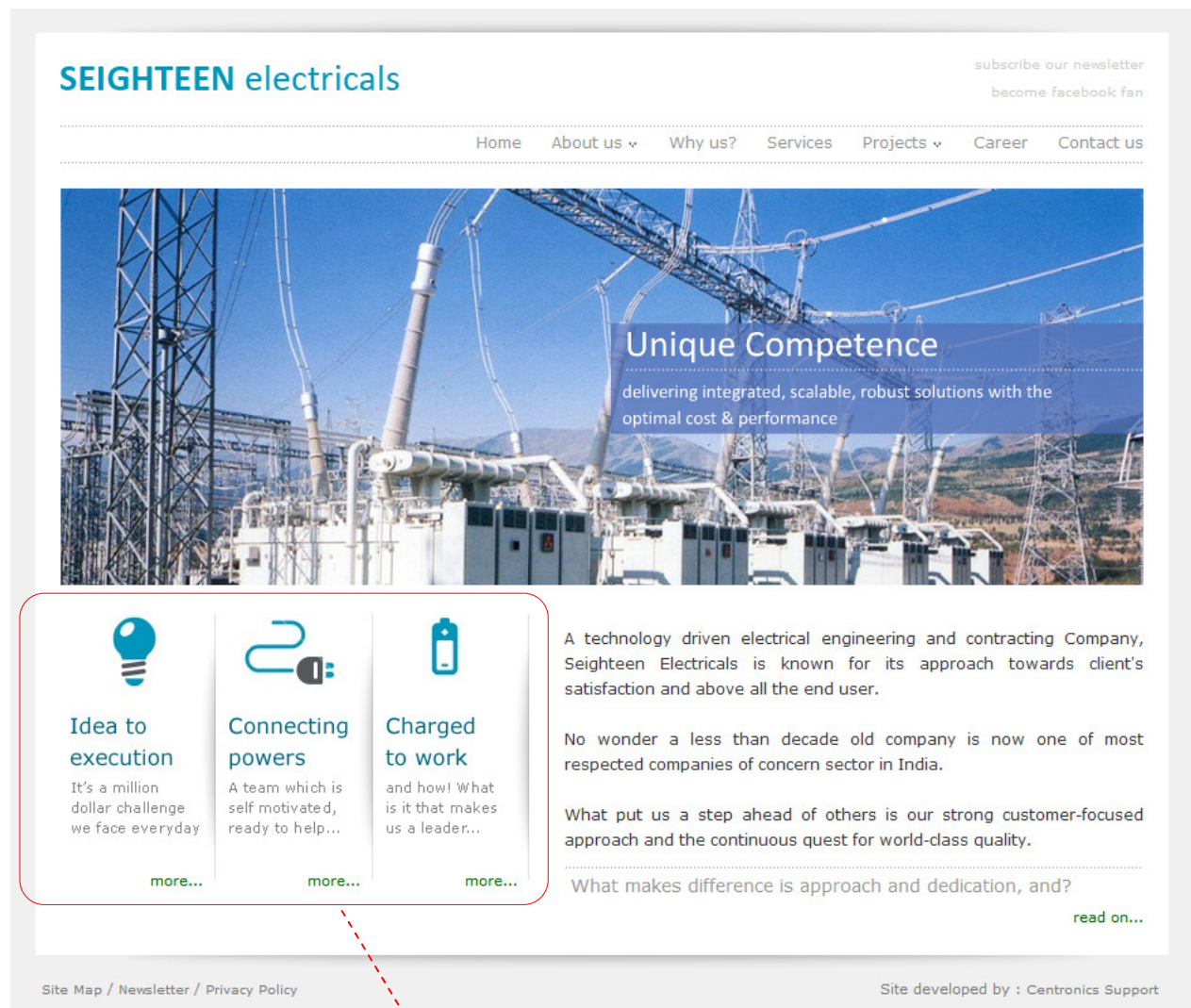
know how a dream and strong desire results into a brand which is innovative and market leader...

[read on...](#)

Site Map / Newsletter / Privacy Policy

Site developed by : Centronics Support

A well-thought-of landing page with attractive modules to help visitor get full knowledge about what-we-do-and-how-we-differentiate was perhaps the hallmark of the website. It gave visitors an opportunity to gain more knowledge with less clicks and within a short time.



Elegant modules to help visitor get more clarity about the work nature of the company.

It's how you help the visitors –

We put **Newsletter Subscription** and **Business Enquiries** links on all the pages at the same location to pitch visitors to click and help the company get **more leads**.

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services / our expertise

A wide range of services to assist organizations around the globe in pursuing their electrical installations work

we tailor our services to your needs

Seighteen Electricals provides quality services and solutions in the field of electrical installations and maintenance.

With a vast experience on this field the company provides variety of services to its customers with accuracy and superior after sale service.

We provide the following services:

- Supply /Installation/testing & commissioning of Distribution Boards.
- SITC of Compact Sub-stations, LT & HT Panels, Sub-Panels, Transformers, Diesel Generators.
- SITC of cables/ cables trays
- Making of End terminations of cables
- SITC of earthing sub-stations like
 - Chemical Earthing
 - Plate Earthing
 - Pipe Earthing
- SITC of Fire Alarm system
- SITC of CCTV System/Public Address System
- SITC of Telephone & EPBAX system/ Data System
- Electrical Wiring
- SITC of Cable T.V. system
- SITC of Light Fittings (Small/Medium/Large sizes)
- SITC of Lightening Protection System
- SITC of Inverter System

THE SUCCESS STORIES

- completed projects
- on working projects
- photo gallery

BEING WITH SEIGHTEEN

- subscribe newsletter
- business inquiry

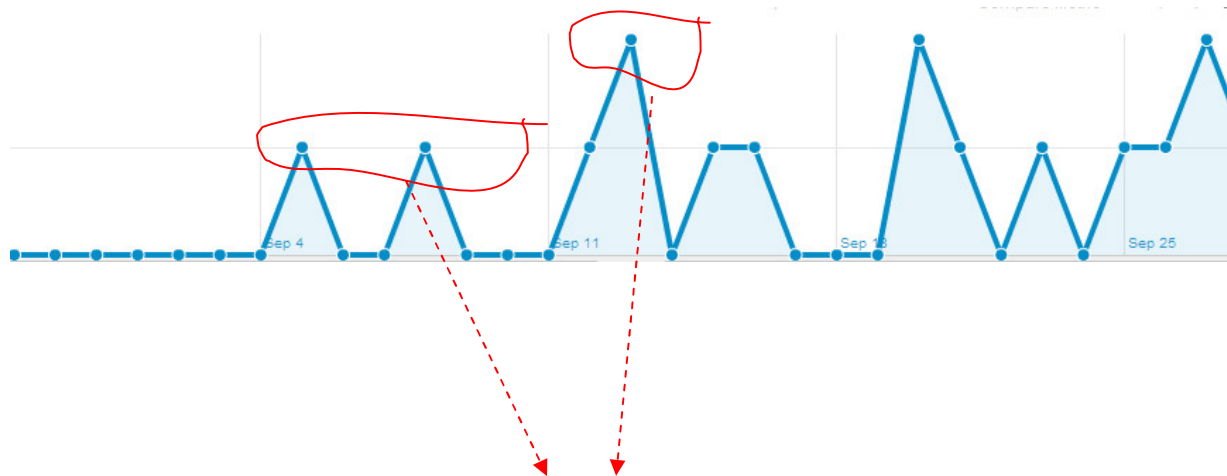
Showing the Newsletter Subscription link increases the chances of clicks and registrations.

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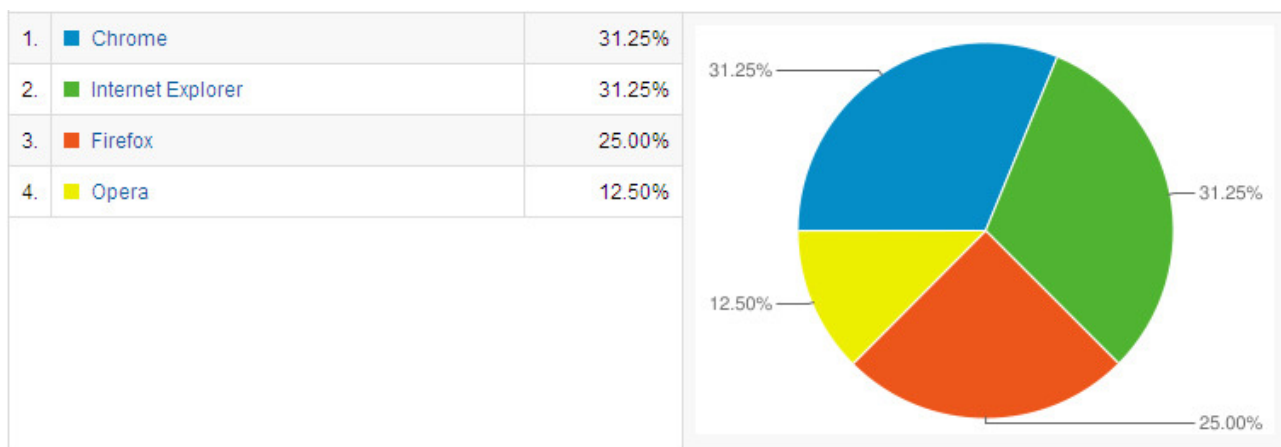
The Result Speaks -

After the launch of the new website the visitors list started growing daily and new “towers” started building.

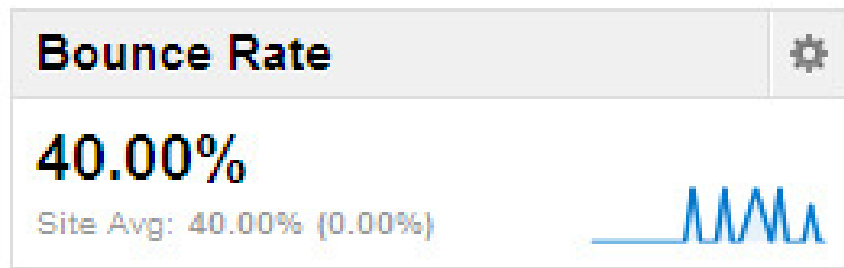


Google Analytics shows growth in site visits.

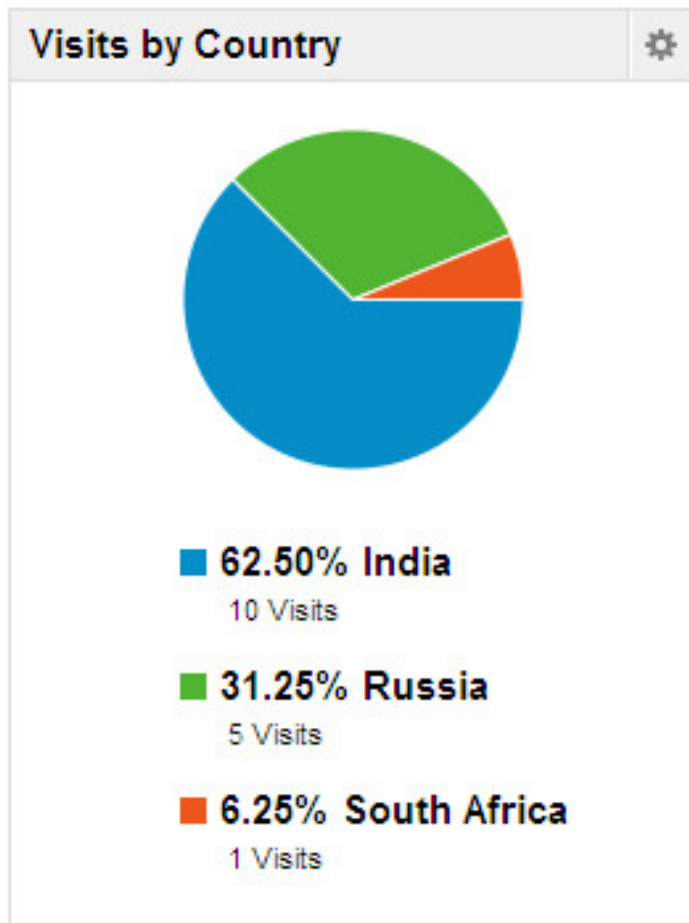
The new website is loved by all the browsers, making it available all the time across multiple platforms.



Visitors now spend a lot more time on the website. The site bounce rate dropped to remarkable 40%.



And the reach is going places globally. Google Analytics graph shows the website is being browsed globally.



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>



See all here <http://www.centronicssupport.in/free-resources.php>

