

CASE STUDY

Since enlisting SilverTech's expertise, Sentinel's re-designed website has shown lead generation growth and an experience focused on enhancing their brand messaging and cultivating company culture online.



ABOUT SENTINEL

Sentinel is one of the largest employee benefits providers in the Northeast with 4,000+ clients and more than 250,000 plan participants. Sentinel partnered with SilverTech for their website redesign to accentuate their competitive advantages to other providers and strengthen brand messaging and company culture online. Additionally, they wanted to highlight Sentinel as a one-stop-shop benefits provider for employers and employees. Sentinel sought SilverTech's expertise to create an experience geared towards the individual including storytelling elements through iconography, lifestyle-type imagery, and testimonials on their website.

OUR PROCESS

Sentinel chose SilverTech's recommendation of Kentico for several reasons. What appealed most to them was the easy-to-use interface for content editors, the ability to tag content clearly and effectively for multiple user groups, varied ability levels/place in the sales funnel, and the platform's marketing automation abilities. Since the main goal of this website redesign was to create lead generation, the power and customizable functionality of the Kentico CMS coupled with the easy-to-use personalization and marketing automation features was a no brainer for Sentinel.

SERVICES

- ✔ Discovery
- ✔ Strategy
- ✔ UX/UI Design
- ✔ Website Development
- ✔ Kentico Implementation

GOALS FOR THE NEW SITE



When Sentinel came to SilverTech, they had many goals for their website redesign. One of their major goals was to generate more inbound leads and make it easier to convert those leads. Prior to the redesign, leads came in through web forms which was a very manual effort, so they wanted to change that experience and make it easier. Continuing with making things easier, Sentinel wanted to incorporate their new "easy" messaging and allow the end user to clearly understand what makes them different from their competitors. Essentially, Sentinel wanted a bold website, and their audience to come to the website and know immediately what it is that they do and why users should work with Sentinel. The new website's purpose is to make consumers' lives easier by finding the information they

are looking for. Sentinel has multiple audiences (B2B, B2C, and individuals) and the new website has more CTAs (Call to Action) above the fold, reaching the right audiences.

CHALLENGES

SilverTech faced several challenges throughout working on this project. One of the pains of Sentinel's old site was that the homepage was difficult to use, asking users to act before understanding who Sentinel is. The new website clearly communicates the Sentinel brand before asking users to act. Another challenge that SilverTech faced was placing educational materials and related resources in a location and manner on the website that would be the most beneficial to users. This would make it easy for users to find information on their own and eliminate the need for Sentinel to send users direct links to the information. Sentinel loves the new website and SilverTech was able to address all the challenges of the old website.

RESULTS

- ✔ Overall increase in pages per session, SERP rankings, and conversions
- ✔ Increase in both direct and organic search traffic
-  **20% increase** in user engagement in the first 30 days post launch
-  **25% increase** in new users

THE CREATIVE

