



Services Provided



TECH SEO + CRO



WEB DESIGN + UX

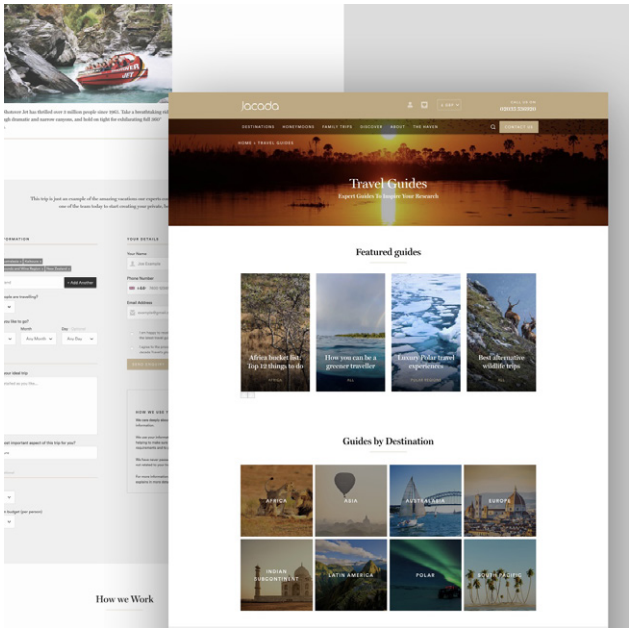
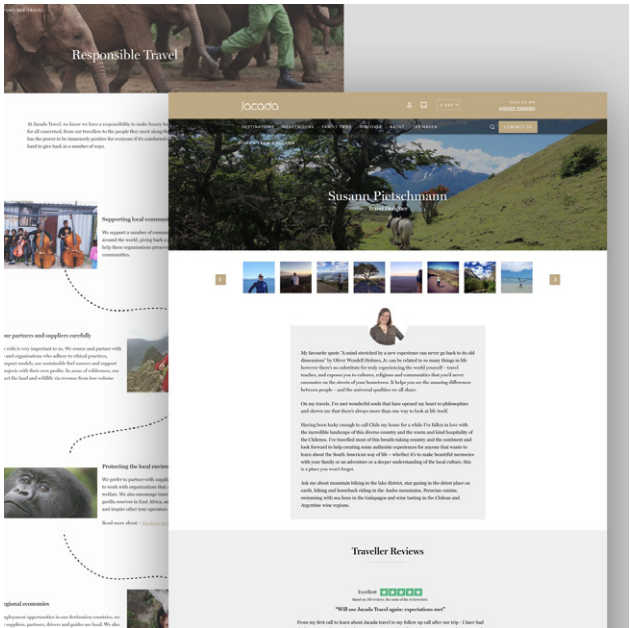


WEB DEVELOPMENT

StrategiQ were initially approached by Jacada’s Head of Marketing to help improve their technical onsite standards and search performance across the US, UK and Asia to drive down CPAs from paid marketing.

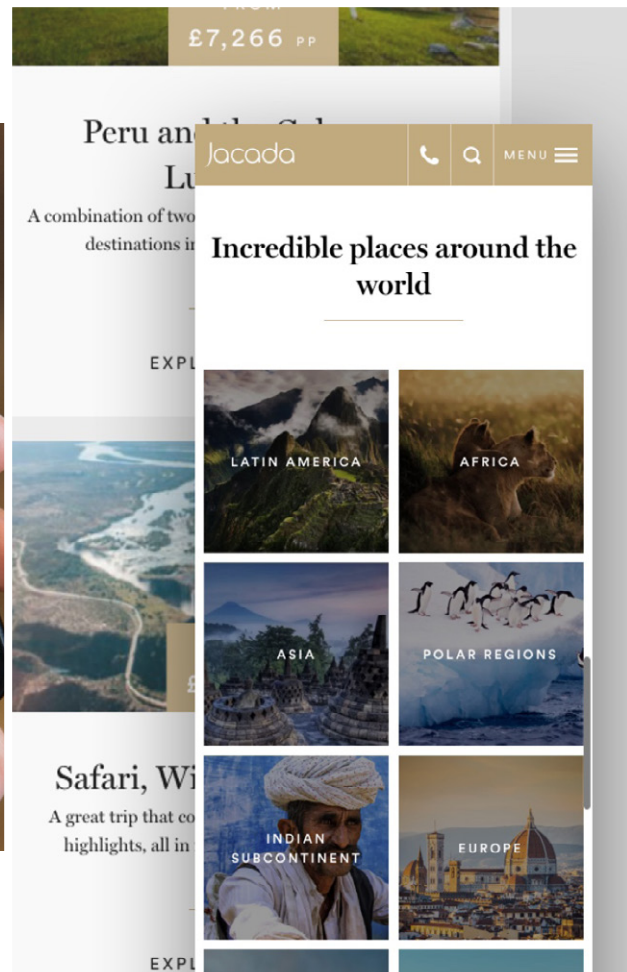
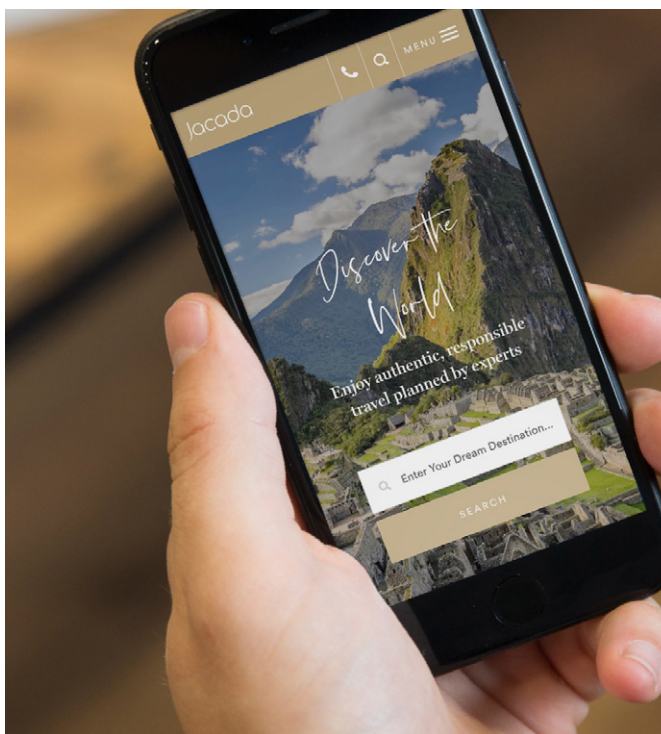
As the relationship developed, we were also asked to tender for the design and development of the new website. This included a fresh new look, whilst maintaining brand identity, and moving to a new CMS platform that would integrate with Jacada’s CRM and handle internalisation and bespoke itinerary creation. All the time ensuring benchmark load times and organic search enhancements. Easy, right!

VISIT SITE



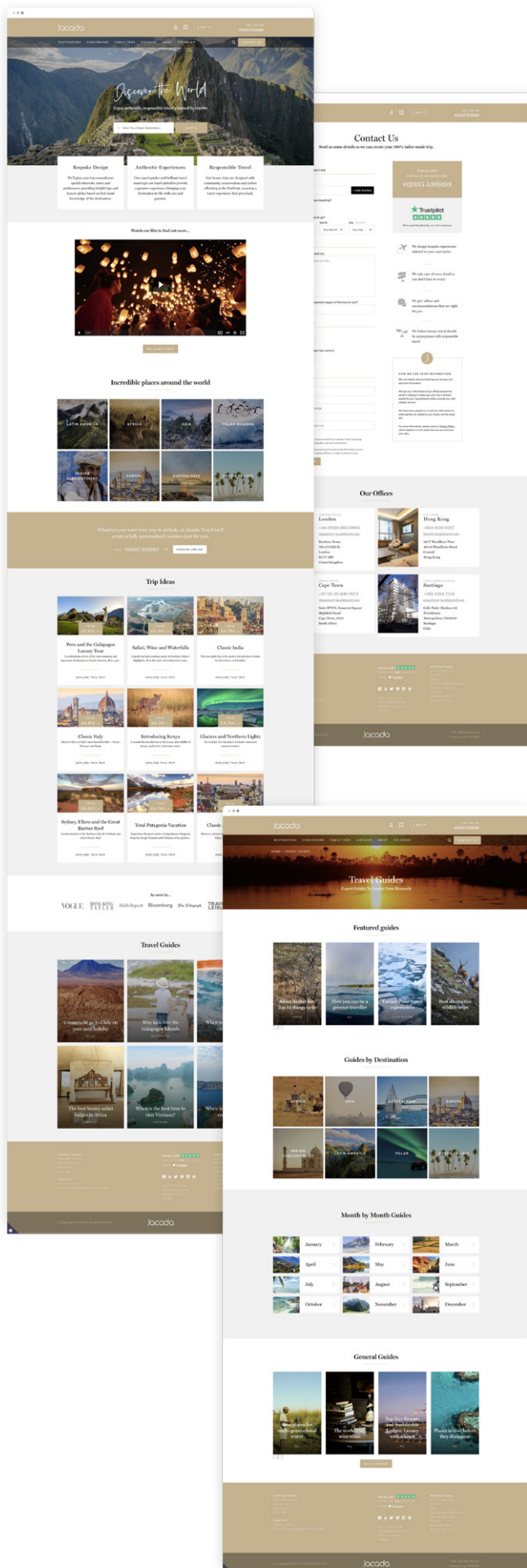
The most important part of our process was analysing the historic data and tracking the existing site's search performance. Our technical document took more than two months to complete and included keyword opportunities, user testing, heat maps, competitor analysis and market opportunity analysis.

This resulted in an 86-page technical audit document, which we used to underpin the proposed solution. In total, our search, design and development teams clocked up over 2,200 hours, excluding client meetings and project reviews.



Post launch, we now work closely with the Jacada marketing team on technical search engine optimisation and ongoing web design and development. Each quarter, we detail and agree the work required and have weekly/monthly performance discussions to ensure organic KPIs are achieved in line with the budget and time allocation.

START YOUR STRATEGY →



There are few agencies that could have delivered this level of technical performance, design standards and development expertise within a small team. The design and overall site performance is clearly visible, but even now, almost a year on from phase one, the website remains fast, effective and achieves every aspect (and more) of the original RFP.

More importantly, the relationship between StrategiQ and Jacada is now built on mutual trust and respect, as we continue to work closely together building the Jacada brand and achieving its marketing goals.

“StrategiQ have been excellent during the development process, with a keen understanding of the technical and design issues and, crucially, marrying them well together. I've always found them responsive and helpful, which makes it easy to find solutions to complex issues.”

Alex Malcolm, Owner/Founder

START YOUR STRATEGY →