

Case Study

Boxell Aerospace

Boxell.com



Industry

Aviation

Partner

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Background

Boxell Aerospace is a veteran owned aviation services company that has grown rapidly in four key service offerings: Boeing Supplier Product Support, Airline Maintenance Support, Emergency Equipment Repair & Recertification, and Aircrew System Product Design. They have a stellar reputation of providing quality services that are backed by a team of very experienced and highly certified individuals.

The previous website was not built on a CMS, thus they had to rely on their previous developer to make all the changes to the website, resulting in additional costs and outdated content.

They turned to BlueKey to design a new website that provides a more accurate representation of the company and the tools necessary to make timely updates on their own.

Challenges

- An outdated web presence that does not convey the skill level or range of the services offered
- Difficulty engaging a variety of target audiences
- A need for a website platform that can be updated by the marketing team
- A lack of integrated tracking tools to provide analytics and a better understanding of user behavior
- A need to provide a more functional user experience for mobile and tablet users



Case Study

The new Boxell Aerospace website resulted in a surge of user engagement with the number of page views increasing dramatically, while the bounce rate dropped to acceptable levels.

Solution

BlueKey worked with Boxell leadership to design a website that allowed Boxell to position itself as the expert in the market. The website was built upon Kentico CMS 7 and provided the marketing team the tools necessary to create and add interactive content on their own.

Ultimately, they have the tools necessary to showcase the success the company is achieving. In addition, it includes the following features:

- A contemporary web presence that provides an intuitive experience across multiple devices through responsive design techniques
- Engagement of target audiences through the creation of microsites providing tailored content for divisions
- Dramatic photography that captures the true nature of the services offered
- A CMS platform that does not require a programmer to manage it

Results

Boxell experienced the following improvement in site traffic:

- An increase in page views from improved SEO rankings
- Increase in the number of pages viewed
- Increase in Session duration
- Decrease in Bounce rate

Key criteria for choosing Kentico

In addition to the reasons stated above, BlueKey & Boxell chose Kentico for the following reasons:

- Ease of use
- Level of control and editing provided to marketing staff