



Strata

Pixelbuiders

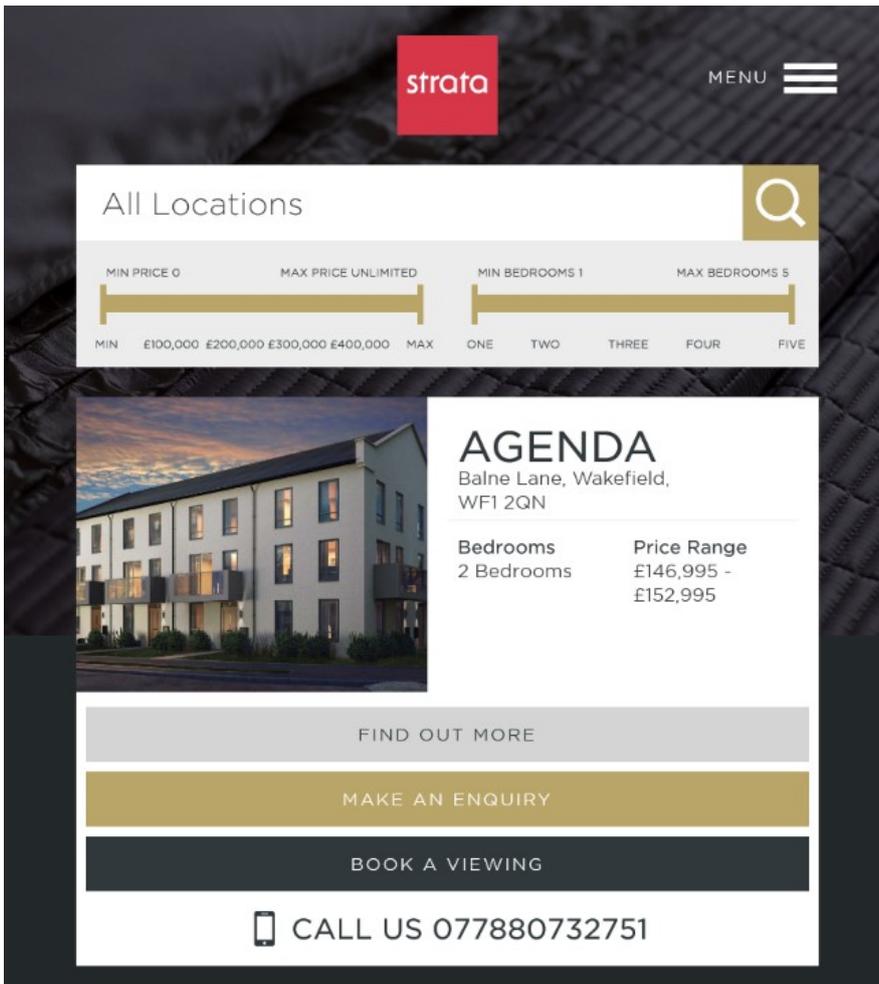
ESTATES
BUILDING/CONSTRUCTIONS

Background

Strata are one of the UK's leading developers of luxury new build homes. Strata appointed Pixelbuilders as part of a larger team of specialists, in pursuit of their ambitions to improve their digital capacity and ability to interact with their consumers. Our team is responsible for the creative design, technical build, and ongoing support of the website.

Goals

- improving the results from organic, SEO, PPC and remarketing activity
- enabling new campaigns such as #MakeItYours
- increasing online visitors and lead generation
- enhancing the overall usability of the website
- encouraging users to spend more time on site



The screenshot displays the Strata website interface. At the top, the 'strata' logo is on the left, and a 'MENU' button with a hamburger icon is on the right. Below the navigation is a search bar with the text 'All Locations' and a magnifying glass icon. Underneath the search bar are two filter sliders: 'MIN PRICE 0' to 'MAX PRICE UNLIMITED' and 'MIN BEDROOMS 1' to 'MAX BEDROOMS 5'. The price slider has markers at £100,000, £200,000, £300,000, £400,000, and MAX. The bedroom slider has markers for ONE, TWO, THREE, FOUR, and FIVE. Below the filters is a property listing for 'AGENDA' at 'Balne Lane, Wakefield, WF1 2QN'. The listing includes a photo of a modern house and a table with the following details:

| | |
|------------|---------------------|
| Bedrooms | Price Range |
| 2 Bedrooms | £146,995 - £152,995 |

Below the listing are three buttons: 'FIND OUT MORE', 'MAKE AN ENQUIRY', and 'BOOK A VIEWING'. At the bottom, there is a call-to-action: 'CALL US 077880732751' with a mobile phone icon.

Challenges

The biggest challenge focused on ensuring the website and related content was successful at supporting users in a way that allows them to make more informed online enquiries about Strata's homes. A big part of overcoming this challenge was ensuring the website delivers the right content to these users at the right time and most importantly on the right devices.

With their growing audience of mobile and tablet users, taking a mobile first design approach has been integral in achieving this.

Solution

Strata was built using Kentico 8. The use of such a CMS meant that the team at Strata would have an ability to update key information about developments including price, location and specifications.

A VIP Lounge was developed as a user portal for buyers, where they can view the progress of their buying journey with Strata, including the progress being made on building their home. This serves as a mechanism for keeping users engaged with the brand and website as well as supporting them through the process from reserving their plot to moving in.

Social media integration including the ability to pull through a user's Pinterest boards into their VIP Lounge also serves to encourage user's to engage with Strata through additional channels.

SVGs and JQuery was used to improve the usability for users earlier in their home buying journey by creative interactive site plans which allow users to filter the plan to show houses in their particular price range, as well as allowing a user to navigate directly from the site plan to their chosen house type and plot.

Underlying this development work is the Salesforce integration, which serves to not only display key buyer information in an aesthetically pleasing way through the VIP Lounge, but also improve the online user experience with Strata and streamline their internal processes too.

Results

The new website has delivered an improved user journey through the use of a more visible and simplified search functionality on the home page and the creation of the new VIP Lounge. User engagement has also been improved with a dedicated blog and integrated social feeds helping to connect Strata's multiple online touch points.

Finally, users are also now spending more time on site thanks to the improved design and layout as well as the addition of more information on key pages including developments and house types.

Key Criteria for Choosing Kentico

- The extendibility and flexibility of the Kentico platform facilitated a number of key integrations including Salesforce and PCA Predict, which gave the website the enhanced functionality and improved usability required to achieved their key objectives
- The powerful content management system easily allows the team at Strata to be proactive, creating new marketing campaigns quickly and easily to keep up with the industry trends.

Pixelbuilders

Pixelbuilders is a client-focused, award-winning digital agency based in Leeds. With our tried and tested approach of Discover, Design, Develop & Deliver you can be comfortable in the knowledge that the solution you want will look great, work perfectly and generate tangible, real-world results.

We're a team of digital experts who enjoy working hand-in-hand with our clients and every member of the team is happy to talk to you; we don't hide our technical team behind the sales team and we also make sure our technical team don't hide behind geek-speak. As we've said before, through every stage of our projects, we're always looking out for ways that we can increase your revenue, improve brand awareness and create business efficiencies – all through the power of the web.



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