

Case Study

GEO Specialty Chemicals

<http://www.geosc.com/>



Industry
Science/Research

Partner
Boston Interactive
529 Main Street
Suite 210
Charlestown, MA 02129
USA
www.bostoninteractive.com

Contact
Chuck Murphy
cmurphy@bostoninteractive.com
617-241-7977

Testimonial
"The new GEO website combines simple messaging with a clean design to provide a valuable resource to all of their global audiences. We are extremely pleased with the outcome of this redesign and look forward to tracking the results."

Chuck Murphy
Founder and CEO
Boston Interactive

Background

GEO® Specialty Chemicals Inc. is a world leader in providing high-quality, cost-effective specialty chemicals. Founded in 1993, GEO has grown through strategic acquisition and commitment to niche markets to become a leading supplier of specialty chemicals.

Goals

GEO was looking to refresh their marketing strategy to improve international communications. The goal was to develop an online presence that would support business development and embody their commitment to quality and customer care.

Challenges

A major challenge of this project was to create a single website capable of serving as a valuable, easy to use resource for visitors around the globe. Boston Interactive was tasked with developing a user experience that would resonate with all users while ultimately connecting them with the solution fit to their needs.

Solution

Boston Interactive created the new website to achieve GEO's online goals by developing an intuitive user experience using Kentico CMS. Thanks to the flexibility, scalability and customization options of Kentico CMS, the GEO site now utilizes:

- Concise messaging and a clean design to clearly position GEO's products
- Dynamic site architecture, offering users multiple paths to locate products
- An interactive product location map as well as integrated contact forms



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Results

The new GEO Specialty Chemicals website has yielded extremely positive results within the first five weeks of being launched. Measurable numbers include:

- 12 percent increase in website visits
- 150 percent increase in referral traffic

Key criteria for selecting Kentico CMS

Kentico CMS was selected for this project based on the following features:

- Multilingual Content
- Full-text Search
- Document Management
- Search Engine Optimization
- Google Maps