

CASE STUDY

ADP

IMPROVING ONLINE BRAND AWARENESS

ADP, with nearly \$8 billion in revenues and approximately 585,000 clients, is one of the world's largest providers of business outsourcing solutions. The largest division -- National Account Services (NAS) -- received complaints from customers that web site information was hard to find and often unclear. In addition, there was limited online brand awareness -- only one-fifth of site traffic derived from the search engines. To respond to these challenges, ADP sought guidance from Sherpa! Web Studios to architect and build an easily navigable, user-friendly web site that also aggressively improved search engine generated traffic.

Customer and staff surveys indicated a substantial improvement in brand perception immediately following the web site redesign.

MEASURABLE RESULTS

- Search engine referrals increased 297% from year prior. Yahoo traffic alone increased 16x within the first year
- Search engine traffic consistently increased at least 5% every month for 24 months straight.
- Search engine traffic became the largest driver of targeted traffic, surging 3.5x from 14% to 51% of all traffic.
- Increased conversion rate of site visitors into visiting the contact us form by an average of 10% every month.

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Our iterative design process allowed us to ensure every aspect of the site improved the overall online experience.”

David Felfoldi,
Chief Experience Officer

PROFILE

The NAS division was discouraged from providing links other than to the ADP corporate home page.

Firm competed with many other small online retailers that were well immersed in SEO.

Executives were concerned about the initial outlay of funds for the project.