

Computer Manufacturer Upgrades Website to Improve Online Quoting

Client Background



 www.bytespeed.com

ByteSpeed is a computer manufacturer headquartered in Moorhead, Minnesota. ByteSpeed has been providing custom-built desktops, laptops, netbooks, and servers for education providers, financial institutions, healthcare facilities, and city and county governments across the nation since 1999.

Their Previous Website:

ByteSpeed had always prided themselves on keeping up with the rapid changes of technology with their products. However, their website hadn't kept up over the years, and it wasn't leaving their customers with a great impression.

When ByteSpeed first built their website five years prior, in Drupal's platform, it served the basic needs of a website. Overtime, however, their ideal customers and prospects wanted a site that was mobile friendly, and one that allowed ByteSpeed to serve their audience by allowing for a specialized quoting feature for their checkout process. The ByteSpeed site was not set up for this functionality, in their old platform.

Why They Chose BNG Design:

Director of Marketing, Brenda Clifton, and Angie Guggisberg, Marketing Specialist, searched for a Fargo-based website company to redesign their website that understood their challenges and could help them build a more professional site. During their search, they struggled to find a website developer that had the level of customer service and support that met their expectations. Brenda and Angie ultimately wanted to be able to trust a company to continually help with their site, not a one-time fix.

Eventually, ByteSpeed chose BNG Design of Fargo-Moorhead, and got the results they desperately needed, through their newly upgraded business website.



As a result, ByteSpeed achieved the following by hiring BNG Design:

- New site was mobile friendly for ByteSpeed customers
- ByteSpeed now has a simple checkout process for quoting purposes
- In-depth SEO that helps ByteSpeed prospects find them easier
- A website maintenance package that ensures their site is secure, provides extra support, and helps increase ease of use for the ByteSpeed marketing team

One of the biggest struggles with their previous Drupal site was the lack of customer service, which made updates and changes incredibly difficult.

With BNG Design, Angie and Brenda had training so they could manage some of the site themselves. And since their new site is built in WordPress, it's easy for them to navigate. ByteSpeed also benefits from a monthly service package that helps them maintain their site, after it's launched, and allows them to rest easy through additional support. ByteSpeed also benefits from a monthly report, customized by BNG Design, which informs them of their SEO value, and website performance.

The Result:

"BNG Design was laid back, yet direct in areas they needed to be. BNG Design was personable, easy to talk to, and know what they're talking about. We wanted to work with someone who understands our needs; someone who understands our industry."

**Brenda Clifton,
Director of Marketing**



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