



Web Development & SEO for E-Learning Company

PROJECT DETAILS

 Custom Software Development

 Jun 2019 - Oct 2019

 \$10,000 to \$49,999



"They're very present, and we felt heard as a company."

PROJECT SUMMARY

After successfully delivering the architecture of a website in a pilot project, SapientPro implemented existing branding and developed pages designed to boost search engine rankings using a modular approach.

PROJECT FEEDBACK

Web maintenance is simple thanks to the block method SapientPro employed in building the new site. Internal bandwidth has benefitted from this reduced burden, and stakeholders were pleased with SapientPro's combination of speed and quality. Customers can expect an attentive and committed partner.



The Client

Introduce your business and what you do there.

I'm the marketing operations manager at Easygenerator, an online authoring tool to help companies create engaging e-learning courses easily and manage their learning and development stack.

The Challenge

What challenge were you trying to address with SapientPro?

We had the same marketing website for about six years. It was obsolete technology-wise and had a lot of outdated content. In six years, many changes have been made gradually: a few pages have been deleted or added, but a lot of older features became irrelevant.

Navigating through old data became messy, and we needed someone to redevelop our website following our company rebrand. This time, we wanted a modular solution that allowed us to add and manage features over time, and gave us the ability to easily tweak every part of it ourselves. We didn't want to have to rely on an external agency for every single change in the layout.



Nicolas Macheda
Marketing Operations Manager,
Easygenerator

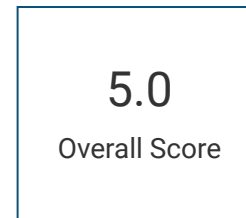


Education



Rotterdam, Netherlands

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

What was the scope of their involvement?

We started a pilot project to create the groundwork for a full website. The first phase was creating a blog with all the content we already had and a homepage with modular blocks that we could reuse creatively on other pages. That was a 200-hour project. They had to create a whole new WordPress environment and lay down the groundwork for the next steps. Development was extremely fast and timely. We were happy with it and created a scope for the bigger project. The foundations being made, they just had to work on top of what they already did.

The scope was made in collaboration with them. They helped us decide on technology and then built everything from the ground up. We already had new designs for most pages and knew how we wanted the website to feel. Some parts of the site, like the blog, were brand new designs, as we used to host articles on HubSpot.

Another big thing we asked them to do was to make the website multi-lingual.

What is the team composition?

We had two frontend developers, a WordPress developer, and a QA person. I was mostly communicating with Max (CTO, SapientPro) and Serge (COO, SapientPro). Whenever there was something I wasn't very sure about or a feature that needed tweaking, they were there for us.





How did you come to work with SapientPro?

We used to work with a freelancer for quite some time to develop a new website. It didn't go so well. In about the same time it took us to develop the full website with SapientPro, the freelance development made only two static pages and a draft of the new environment, using obsolete technology. I was referred to SapientPro by another company we're working with that went through a similar project, and I found them to be the best fit.

After going on Clutch and reading the reviews, I saw we had similar values. Trust is very important to them, and they deliver high-quality work. We gave them a pilot project and, according to how it worked out, we would go for a bigger commitment to create the website.

How much have you invested with them?

We spent about \$18,500 with them.

What is the status of this engagement?

We worked together from June until October 2019.





The Outcome

What evidence can you share that demonstrates the impact of the engagement?

There's a huge difference between the old website and the new one in terms of usability.

Not only have all of the blog posts been migrated, but we now also have new types of content pages specifically optimized for search engines.

We can already see the difference internally, as we are now able to change anything we want on the website very quickly. The modularity allows us to design new types of pages or content. Migration also went rather smoothly, as we didn't experience a single downtime while making the transition from the old environment to the new one.

How did SapientPro perform from a project management standpoint?

They were very autonomous for the pilot project, but for the second phase, we were in close contact to make sure everything rolled out properly. I really appreciated that approach. We agreed at the beginning that every week they'd give us an update of all the changes they'd made to the website. On their end, they used Redmine and gave us access to a staging server, so we were able to see the changes in real-time.

They were quite agile as well. For most of the deeper modification and advice, it was one-on-one communication with Max. He was always available on Slack, but we also had a couple of calls together. They uploaded the code to their GitHub account so our own developers could keep track. Even on the technology side, they'd advise us on plugins in order to save us from adding hours of development. They helped us save money by being really proactive.





What did you find most impressive about them?

The freelancer we had was maintaining the current environment. We also asked him to create a new page and develop a new environment. Our engagement with him was a bit over a year. In a fraction of that timeline (about a third of that time), SapientPro was able to do way more in a very high-quality manner. They're extremely precise. I wouldn't say to a fault, but almost. They're highly technical. That made our whole website faster and efficient. It was a project to get done in three months incorporating the migration.

What separates SapientPro from others is the quality of the code and communication. They're very present, and we felt heard as a company. They were really striving for the best they could in making sure we'd be on par and not lose any time. They're dedicated and have competitive prices.

Are there any areas they could improve?

They were always implementing things as they were written in the document we came up with. If it was too blurry, they'd ask questions. We used Zeplin.io to share our designs, but the tool doesn't incorporate animations. As a result, sometimes the pages created would end up not behaving the way we wanted in the end. An easy fix to that would simply be for them to ask more questions when they're not sure or wonder why some design features behave the way they do.

Do you have any advice for potential customers?

If you think there are things you take for granted, dive a bit deeper into conversation with them, as you won't necessarily see the same thing. Ask more questions or be more precise in your intentions.

