

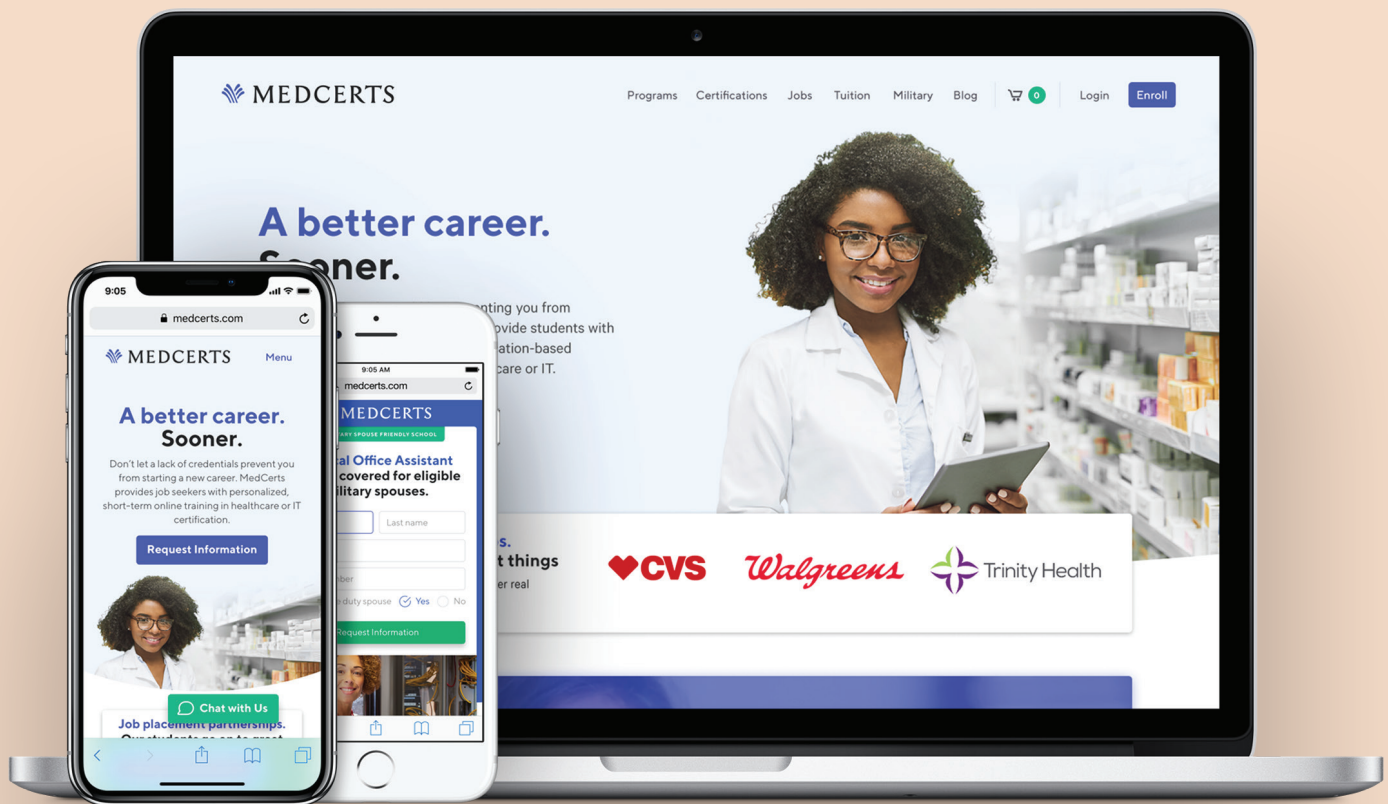
A better way to a career,
now online.

*Punch helped MedCerts
turn the web into a
competitive advantage.*



punch case study

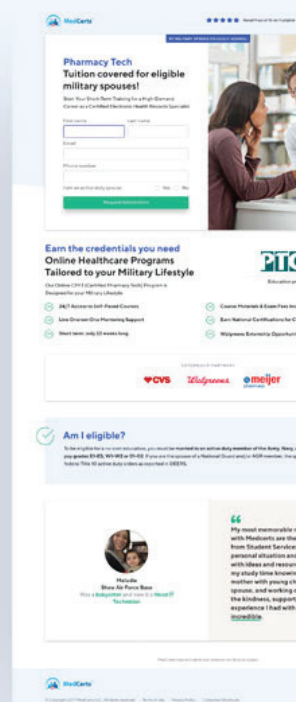
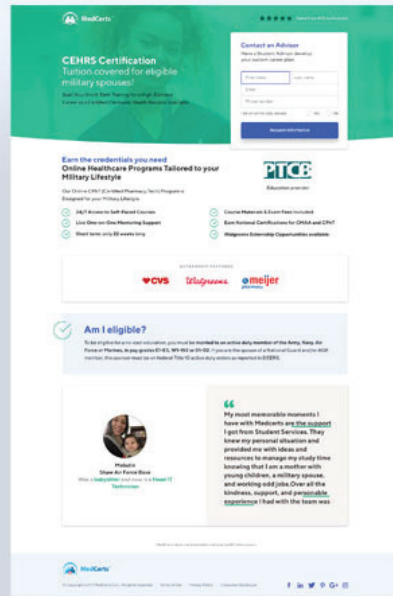
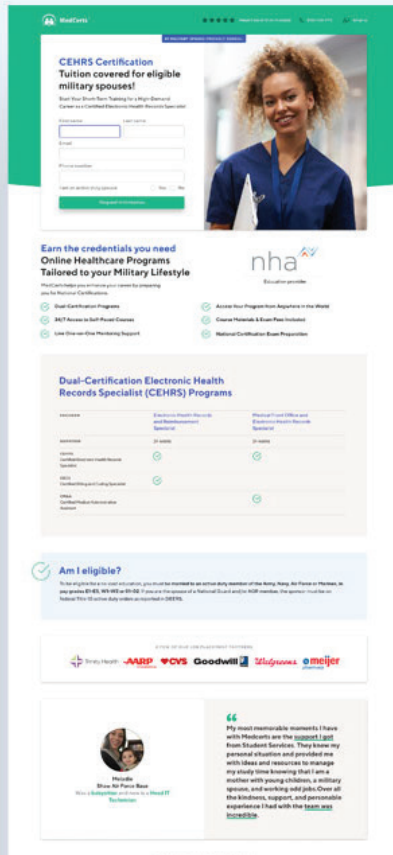
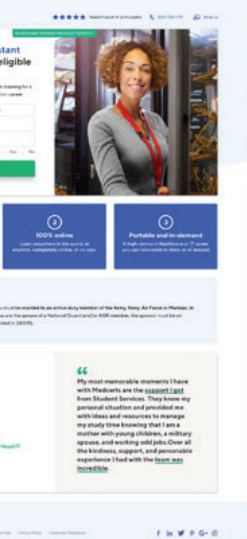
The new website is focused on lead conversion and authority and works on both desktop and mobile.



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Different types of landing pages and lead-capture pages help to make sure MedCerts finds qualified customers.





About MedCerts

MEDCERTS BUILDS NEW PATHS FOR INDIVIDUALS TO START THEIR NEXT CAREER MOVE. THEY SELECTED PUNCH TO COMPLETELY REVAMP THEIR ONLINE WEB PRESENCE AND BECOME THEIR TECHNICAL PARTNER.

We always had the goal of owning the web and taking it from obstacle to competitive advantage in mind. Punch lead client management, project development, web development, and design.

Over six months, Punch worked both on-site and remotely to deliver a success for MedCerts. Our design and engineering teams at Punch worked closely with the client to help them capture more leads and improve the user experience across the entire site with a total rebrand and redesign of their web presence.

We began with user research and internal focus groups to plan development and determine the new voice and positioning for MedCerts. A thorough product timeline meant no area of the site was left untouched for launch and each of the client's internal tools and APIs were integrated successfully. Post-launch employee training transitioned some parts of development to the client, while Punch remained a technical partner.

PUNCH SERVICES PROVIDED

Punch provided expertise in full-stack web development and UX research, and design to help MedCerts launch their new website.

web, mobile, ux
research, project
management, cms,
api, lead capture,
email, seo, video,
photography

Exit triggers are a way for the website to capture leads as they are about to leave the site and intercept them.

40% ↑ OUTLOOK VERY STRONG	11% ↑ OUTLOOK STRONG	20% ↑ OUTLOOK VERY STRONG	-1% ↓ OUTLOOK WEAK
\$45,000 AVG. SALARY	\$37,000 AVG. SALARY	\$56,500 AVG. SALARY	\$24,000-\$42,000 AVG. SALARY

A better future starts here.
Schedule an appointment with an Education Consultant.

An Education Consultant will get you enrolled, check financial aid options, and support you with every step.

First name


Last name

Email

Phone number

☐ I am an active duty spouse




[Schedule an Appointment](#)



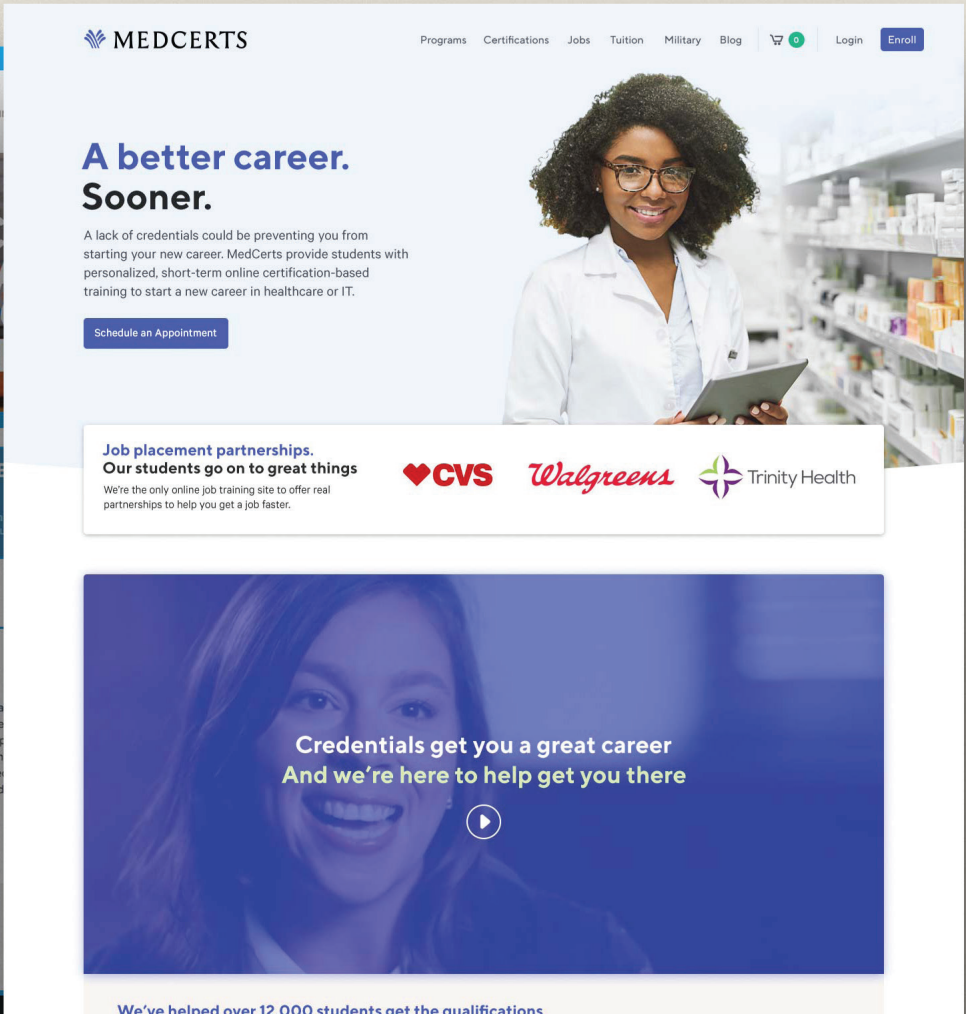
anytime. Each course details exactly the time and requirements needed to complete.

high speed internet access.

assistance with your subject matter inquiries.



The old site (left) was difficult for users to navigate and led them down incorrect paths many times during our usability testing.





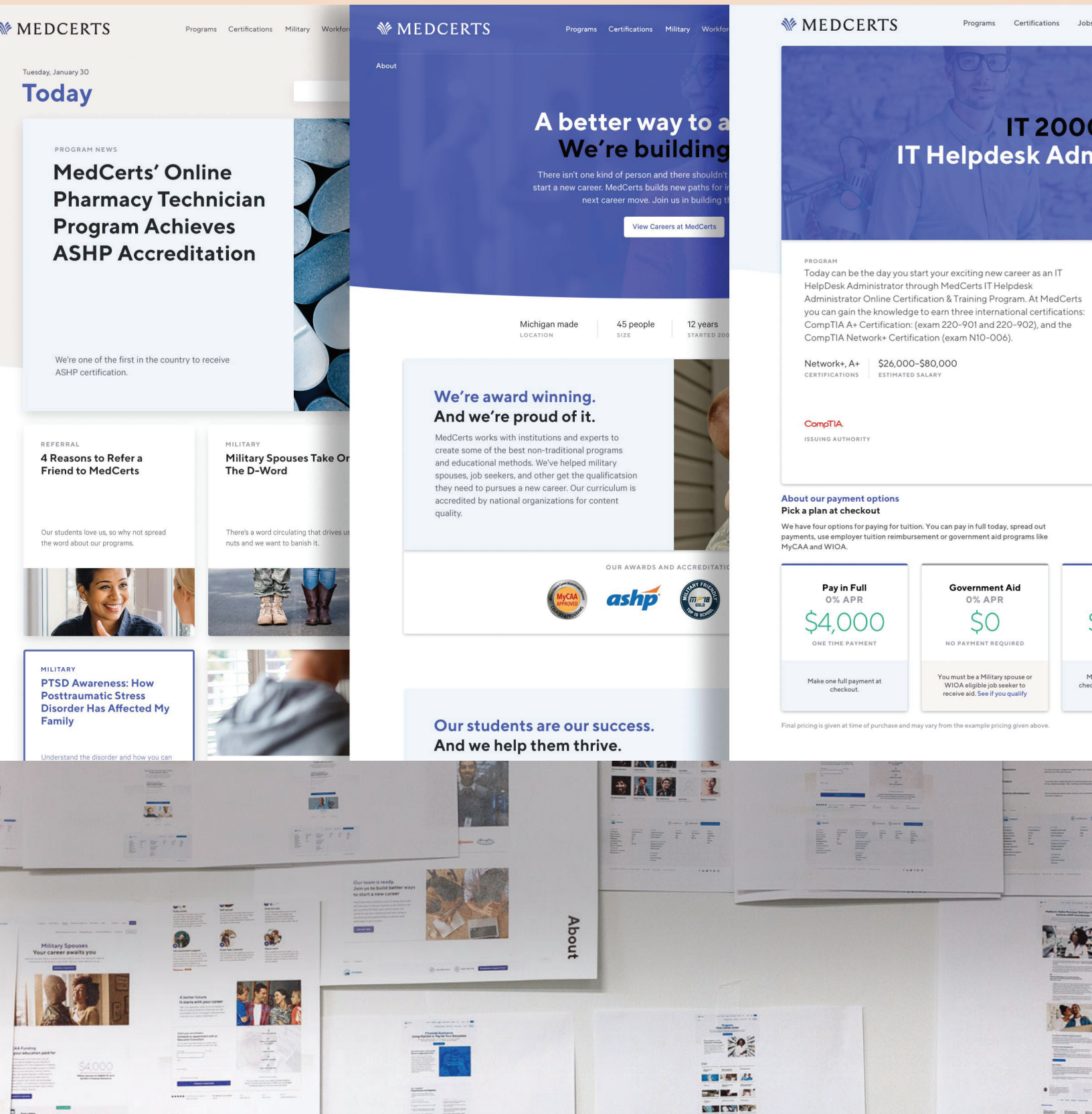
Strategy

OUR STRATEGY WAS TO “E-COMMERCIFY” THE WEBSITE AND PROVIDE A BRAND NEW INFORMATION ARCHITECTURE FOR A LEAD-FIRST WEBSITE DESIGN.

A user-focused research plan helped us understand what events were most critical for development. We spent the first two weeks developing a brand story in internal focus groups: interviewing employees, reading customer testimonials and feedback, and working with leadership to develop the goals of the website.

Then we worked with the search engine and marketing teams to define the goals and conversion points on the site. This guided design and engineering and gave a blueprint for the product roadmap.

The website produced nearly 50 different design variations and templates for the hundreds of pages within the website. Wireframing and daily feedback sessions were critical to refining the designs.





Punch's areas of focus

- 1 Conducting user research.** It was important to repeatedly gather direct user feedback. Punch ran heatmap, eye-tracking, direct survey, and qualitative feedback tests before, during, and after development. Equally valuable, Punch interviewed internal employees and service representatives to understand pain points. Gathering both internal and external feedback allowed the website to help all audiences.
- 2 Lead capture.** MedCerts depends on leads through their website and through ad-based landing pages. Exit triggers, live chat, help articles, and refreshed copy-writing worked together to increase and drive better, more qualified leads to MedCerts. Overall lead quality improved, as well as quantity.
- 3 Search-engine optimization.** Punch handled the technical implementation of search engine strategies developed by MedCerts. Tools were integrated that allowed MedCerts staff to adjust, fine-tune, and launch improvements without needing an engineer. The overall result was better search engine rankings for organic traffic.
- 4 Information architecture.** As a ten-year old legacy website, many aspects of MedCerts were broken. Pages were added with no underlying logic and often ignored natural user routes to information. Punch spent four weeks revamping the site organization and making sure the categories and structures added by us would be flexible enough to accommodate new programs and initiatives for MedCerts.

- 5 **Branding, video, and photography.** To give MedCerts new authority, Punch commissioned new photography and video, as well as an updated brand style and copy writing language. All together, MedCerts became stronger, bolder, and more contemporary to compete with the emerging e-learning space.
- 6 **Graphic design and user interface.** Button placement, affordances, and visual cues were carefully considered for the user interface of the website. Punch borrowed heavily from e-commerce and news-site conventions to make the site look and feel similar to popular web properties. The interface was simplified to put content first — and calls to action — at the center.
- 7 **Content management system.** Punch replaced an outdated content management system (CMS) with an intuitive backend that MedCerts staff could easily maintain. Training and ongoing support made the backend a central component to making sure the website stays modern and relevant.
- 8 **Full-stack website development.** Behind the new brand, interface, SEO, and architecture lies a modern web-stack. A distributed CDN over a cloud service ensures fast page loads. Mobile-first design means MedCerts loads everywhere. Redundant backups help prevent problems from becoming catastrophes. And modern standards around code-writing ensure new engineers can easily join the project.

Branding focused on the use of calming, mature colors that still
lent a contemporary look.



A better career. Sooner.
MEDCERTS

Jason Aubrey
President

The new logo was developed to work well against competitor logos and also reproduce nicely at small sizes, as social media icons, and on education certificates.





Results

11,000

INCREASE IN SITE VISITORS

75%

INCREASED SESSION LENGTH ON SITE

15%

INCREASE IN VISITOR SESSIONS

+45%

LEAD CONVERSION INCREASE

-10%

REDUCED BOUNCE RATE

Legal

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punch