

CDG Case Study

A website revamp to increase web traffic and improve lead conversion



About The Company

Cyber Defense Group is a focused cybersecurity consultancy that partners with clients to deliver a holistic risk and threat management approach. CDG has patented the Outcomes-Based Security® methodology, which ties security dollars to definitive outcomes.



Challenges

- CDG are committed to providing world-class cyber security services at unmatched prices. Their product and service were unquestionable, but they faced difficulties in:
1. Generating quality and relevant web traffic to create brand awareness in the cyber security niche.
 2. Converting their website visitors into leads and facilitating leads into the sales funnel.
 3. Enriching their website customer journey with smooth navigation.
 4. Optimizing their website with best practices in coding and development and marketing automation.

Solutions

Tru Performance created a strategy where multiple workflows worked in harmony to ensure that the goal to make the CDG website a revenue-generating asset was accomplished quickly; while ensuring the quality of deliverables was not compromised.

A road map and timelines for deliverables were created comprising of three verticals of activities. Multiple resources in specialized domains were deployed to gain traction and maintain agility in the project. The ignition which started the optimizing machinery was a deep data and analytics audit.

Analytics Audit: Tru Performance conducted a comprehensive data audit which provided key insights on consumer behavior, drop-offs, maximum engagement data touch points, exit, and abandonment rates. The data engineers at Tru Performance used tools like Google Analytics, SEMrush and Heat map tools to identify the problem areas in the website. The insights obtained through this audit ensured that the new website resolved all pain points and maximized the potential of content magnets.

1. SEO migration

0% Data loss migration was critical for CDG. Tru Performance ensured that the latest GA4 analytics was integrated with the new website and that all the existing properties and data were migrated error-free for a seamless SEO migration. Once the platform for an SEO-optimized website was created, Tru Performance targeted keywords and created intent-based and user-centric content to ensure that CDG garnered the best results from SEO.

2. UI/ UX and Design

Graphic designers and UI/UX experts designed engaging and navigation-friendly wireframes to facilitate ease of use for the consumer. Appealing images, intuitive presentation of content, and strategic placements of call-to-action buttons were incorporated into the designs for a smooth website content flow.

3. Development

The existing CDG website had long and errored coding, which reduced the website's speed and authority. There were lapses in web core vitals, and the website wasn't made device responsive. The team of Tru Performance developers created the new website using standardized coding practices in ACF, to ensure speed, performance, and compatibility with evolving technologies. We integrated "Recruiter flow" and multiple third-party functionalities like HubSpot and ZoomInfo, which cemented lead capturing to drive into marketing CRMs.

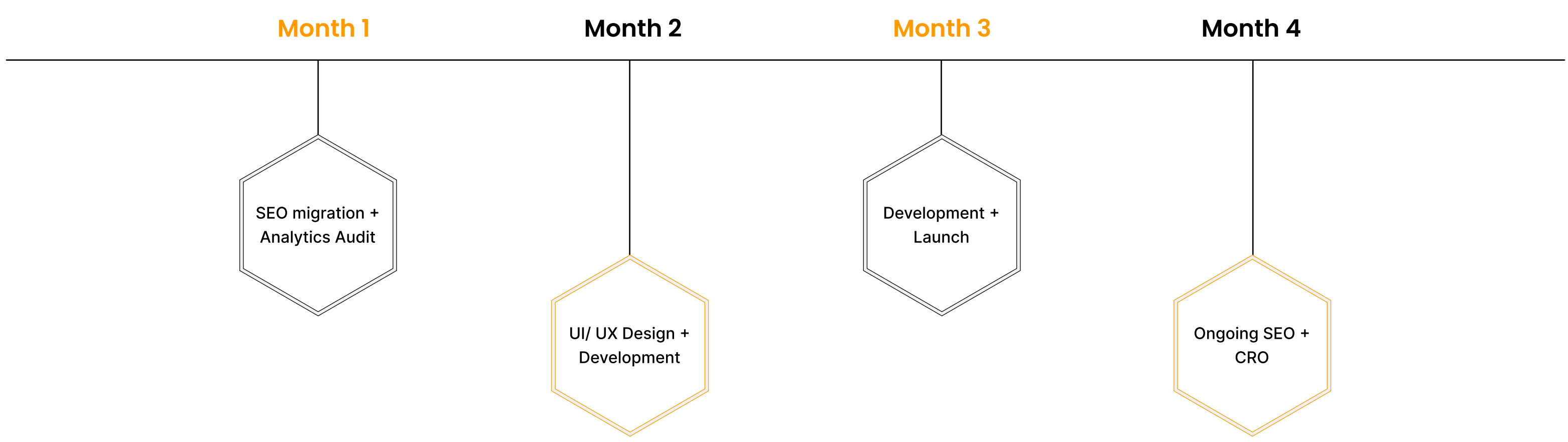
4. CRO and Ongoing SEO

Conversion Rate Optimization is an evolving and productivity-enhancing activity that helps maximize website user engagement and conversions. CRO entails a deep dive into data analytics (GA4 and Google Time Manager) and analyzes the data to create engaging and user-friendly websites

CDG engaged with Tru Performance to provide ongoing SEO to expand the reach to their audience and increase the traffic to their website.



Timeline



Testimonial

The Tru Performance team is a great partner in our efforts to build out and improve our digital presence. They are dedicated to meeting our high (and sometimes shifting!) needs. Additionally, the team goes above and beyond to recommend ways to quickly approve and adapt our processes to leverage better the tools we have in our tech stack for sales and marketing. Great team. Great partners.

- Ian Schwartz, Director of Client Experience.



WHAT THEY SAY ABOUT US

Project Details

Duration	Ongoing.
Engagement Model	Dedicated Team.
Talent Deployment	Digital Development Strategist, SEO expert, Designer, Developer, CRO executive, Project Manager.
Technologies and Platforms used	SEMrush, GA4, GTM, Figma, WordPress, HubSpot, ZoomInfo.

Result

The new unified website was created to:

1. Speak to targeted buyers' challenges and pain points.
2. Host compelling conversion points with HubSpot forms.
3. Execute a keyword-driven strategy for on-site SEO.
4. Expand reach and generate sales qualified leads from increased web traffic.
5. Provide stability, functionality, and marketability.



Business Impact:

CDG immediately started to reap the benefits of an optimized website. The web traffic began to increase, and ranking on search engines witnessed a steady and steep rise. The data analytics proved that the website's engagement time and rate saw a healthy incline. CDG received quality leads in the first month, and the number of leads has never declined.

The website became a cohesive digital asset that supported and showcased CDG's expertise in the cyber domain and also drove MQLs and SQLs into the sales funnel with an innovative marketing scheme so that sales teams were aware of the level of interest and intent of a lead.

Key Highlights

The increase in conversion rate in the first 6 month

30%

Increase in engagement rate

45%

Revenue opportunity generated

\$2.5M+

The increase in website traffic within 6 months

40%