



CASE STUDY

Civil Engineering Website Traffic Grows 25% in 9 Months

Technical Improvements, Revised Content Strategy
Kickstarts Growth for Hanson-Inc.com

CUSTOMER

Hanson Professional Services, Inc.

WEBSITE

Hanson-Inc.com

INDUSTRY

Civil Engineering



CUSTOMER PROFILE

Hanson Professional Services is a nationally known civil engineering consulting firm, offering a variety of engineering services in more than 10 industries. Its website, Hanson-inc.com, was last redesigned in 2017. Hanson has numerous content contributors resulting in a plethora of content. In early 2021, Hanson staff began reviewing the site's analytics to see how they could improve their content and the website. They requested help from LRS Web Solutions, their website vendor.

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“Our website is our most important marketing tool: We knew we needed improvements, but we didn’t want to guess at what those should be. LRS showed us where changes should be made and backed it up with analytics.”

/// DARREL BARRY, CORPORATE COMMUNICATIONS MANAGER

The Challenges

TECHNICAL CHALLENGES

An analysis of the website revealed that the site’s technical health needed to be addressed, and the content needed to be better optimized for SEO best practices. Neglecting those meant the company was losing opportunities to gain organic traffic. Overall, the site’s technical health was evaluated at 67%.

CONTENT CHALLENGES

The quantity of content included a separate blog for six of Hanson’s market industries. A content audit revealed that all the blogs were housed off-site of the hanson-inc.com domain. With the blogs on separate domains, Hanson was losing the benefit of the views and conversions on its primary domain. The blog also was not figured into analytics, making it difficult to understand which blogs and what topics were popular. Service pages had some design issues, as well as some duplicated content.

The Results

Site Health Score **89%**

Pageviews **↑ 25%**

New Visitors **↑ 74%**

- Returning visitors increased 29%.
- Organic searches are up 23%.
- Custom SEO allows Hanson staff more control over metadata for the portfolio – which is some of Hanson’s most valuable content

Website Solutions

Over 9 months in 2021, LRS fixed technical problems, including SEO-related issues, and added custom metadata for the services and project summaries – two areas with potential to generate leads. LRS also began educating staff about SEO best practices.

Hanson’s 6 blogs moved to the hanson-inc.com domain and were added to analytics. With blog posts onsite, it’s more natural to move readers to lower-funnel content using internal links. Onsite posts also allow for easier analytics to evaluate what posts drive conversions and can pass related keywords to the domain.

THE TAKEAWAY

Hanson understands the importance of its website to its marketing strategy and that maintaining a website requires continual care and feeding. If you’re fortunate like Hanson to have staff to add great content, make sure the content is optimized for SEO. Keep web design updates in mind, and make sure your website maintains a healthy technical score.



ABOUT LRS WEB SOLUTIONS

Founded in 1996 as a division of Levi, Ray & Shoup, Inc., LRS Web Solutions provides custom web design and development services to help customers achieve business success. Based in Springfield, Illinois, LRS Web Solutions employs a team of nearly thirty specialists in the areas of web design, web application development, content management systems, mobile apps, search engine optimization, website hosting, graphic design, audio and video production, and network support.

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