



# Landing Page Revamp for Public Safety Company

## PROJECT DETAILS

 Web Development

 Dec. 2021 - Ongoing

 Less than \$10,000

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*"I have nothing but positive things to say about them."*

## PROJECT SUMMARY

WebCitz, LLC rebuilt a public safety company's landing pages using Plain HTML. Their main goal was to improve the speed and functionality of the client's web pages. They continue to work with the company.

## PROJECT FEEDBACK

Since WebCitz, LLC created the company's landing pages, the speed of the web pages increased. To be specific, the company's PageSpeed Insights (PSI) score increased from 28 to 76. The team is fast, efficient, and responsive, which allows them to secure an ongoing partnership.



## The Client

Introduce your business and what you do there.


I'm the marketing director for a holding company that owns multiple corporations.


## The Challenge

What challenge were you trying to address with WebCitz, LLC?

We asked WebCitz, LLC to rebuild some websites for us to improve the speed and functionality of our platforms.

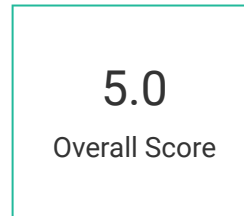
 **Kimber Johnson**  
Marketing Director, Intoxalock

 **Financial Services**

 **11-50 Employees**

 **Des Moines, Iowa**

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

The main thing their team did for us was to rebuild some of our landing pages. We asked them to take our landing pages out of the website builder that a previous vendor used. After that, they rebuilt the landing pages using Plain HTML to improve the speed of those pages. The WebCitz, LLC team continues to work for us.

### What is the team composition?

I've only interacted with 1–2 people, including David (Owner). However, there might be more people working on their side.

### How did you come to work with WebCitz, LLC?

I found Webcitz, LLC through Google, and the fact that they came up high in the search results indicated that they were good at what they do. I also had a couple of good conversations with them prior to our engagement. Overall, they seemed like they'd be able to effectively do what we wanted.

### How much have you invested with them?

We've spent \$10,000.

### What is the status of this engagement?

We began working together in December 2021, and it's ongoing.

## The Outcome

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

After they rebuilt our landing pages, our PageSpeed Insights (PSI) score jumped from 28 to 76, which shows that the speed of our web pages dramatically improved because of their work. On top of that, they're very quick and efficient.





## How did WebCitz, LLC perform from a project management standpoint?

They have a good project management process although there isn't a lot of heavy project management involved in our projects. We communicate through emails and phone calls. Overall, I have nothing but positive things to say about them.

## What did you find most impressive about them?

Every interaction I've had with them has been great. They really care about our project's results. Above all, we trust the insights that they share with us.

## Are there any areas they could improve?

I can't really think of anything they can improve. They've done everything we've asked.

## Do you have any advice for potential customers?

Give them full information upfront and allow them to help you utilize their expertise.

