

Increase site speed and search engine ranking with Blocks



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THE BACKSTORY

RallyUp came to us after they had outgrown their website. A major concern was site load time because their old page builder was slowing them down—the new site needed to load quickly and rank highly in SEO. Their new design used lots of engaging images to relay its message.

We took the rebranded look and graphics-centric page designs from their design team and used the Block Editor to give them a site that loads quickly and is easy to navigate and read.



THE CHALLENGE

With the recent change to the Google algorithm, site load time is more important than ever. RallyUp's former page builder website was, in short, slowing them down.

It was imperative that this graphics-driven and engaging site loaded quickly, not only for client experience but also to rank highly in SEO. Other key features needed to be incorporated as well.

The design had to vary on desktop and mobile without sacrificing customer experience. This included pricing tables, tabbed content, and a branded megamenu with multiple options available to users.

A chatbot to answer instant questions needed to be configured so customers could get the answers they needed 24/7.

"I wanted to reach out and say thank you to you and your team for setting up our website. It looks amazing, and we couldn't be happier about how it turned out. I know it wasn't an easy project, but your team did an outstanding job, and we greatly appreciate it. Our entire company loves the new site."

Milena Johnson,
Strategic Growth Manager, RallyUp



THE SOLUTION

The home page of this site is media-heavy, with an "infinite scroll" layout. Typically these pages can load slowly and impact SEO negatively. Multiple caching and speed optimization strategies were implemented to keep home page load time under 2 seconds. This fast load time is a contributing factor for improved SEO.

The site uses a series of templated blocks that are easily replicated to maintain branding, updated content, and speed. For optimum flexibility, pricing tables were custom coded. Tabbed content was created via a series of custom post types. Now entry is easy for the RallyUp staff. The megamenu included SVGs to clarify the options available.

Contacts are run through an advanced Gravity form system integrated with ActiveCampaign. Contacts are sorted whether they wanted a quick demo, price quotes, were ready to sign up or had general questions.



Site load times were reduced to under 2 seconds.



THE RESULTS

RallyUp experienced improved load time over their previous site.

Employee productivity increased as site updates were now quicker and easier, allowing employees to spend more time with the customer base.