



ARION MEDIA CORP

## Website Redesign and Lead Generation of Seegra Website *Evolving the User Experience!!*

### Overview

*Seegra is a leading training institute committed to preparing students for optimum performance in competitive exams through its well-trained expert faculty. They have expertise in Planning/Scheduling/Teaching competitive exams like IITJEE/NEET. They have more than 35 years of combined experience in the field.*

### The Story of Seegra!!

*SEEGRA prepares its students for optimum performance in competitive exams through its well-trained expert faculty. This IITJEE/NEET/FOUNDATION course from SEEGRA is a course designed to strengthen students' acquaintance with mathematics and Science.*

*"Working with Arion Media Corp was great. Thanks to their knowledge and determination, our website looks great and functions really well."*

*Managing Director, Seegra*



## The Challenge

*After partnering with Arion Media Corp as its outsourced digital marketing agency to increase online leads and revenue, Seegra needed an updated brand experience in order to scale these results.*

*The company's website hadn't been updated for quite some time. The design had become outdated and didn't reflect the company's mission, story, and differentiation. As a result, conversion rates dropped down.*

*To move up search engine rankings and improve speed, Seegra needed lead generation and a website rebuild.*

## The Approach

*In an effort to achieve the client's business goals, Arion Media Corp developed a strategic approach for Lead Generation that helped guide the design and development of the new website to maximize search and user experience, while minimizing the negative impact that a major site redesign could have on their brand.*

*Our team worked with Seegra to strategize, plan and execute a website redesign that would increase its SEO equity, grow conversion rates and better represent the brand.*

*This included creating a brand guide, updating the core website design, rebuilding key templates, optimizing the site for speed and experience, and fully re-envisioning top landing pages.*

## The Solution

*We re-designed the current Seegra website to provide individuals with more meaningful information about Planning/Scheduling/Teaching competitive exams like IITJEE/NEET, Seegras' mission and programs, and easy ways to get involved. This would help establish trust and confidence in Seegra, increase awareness, and ultimately empower individuals to get involved.*

## The Results

*Post-launch, the redesigned Seegra website saw a 75% increase in revenue due to lead generation, and the number of new visitors increased by 50%. The conversion rate was 10%*

**75%**  
Increase in revenue

**50 %**  
increase in **New Visitors**

**10%**  
Conversion Rate

## Key Aspects

- 1. We worked closely with the client to ensure we were creating a new brand that fits with their key audience and persona.*
- 2. The website hadn't been updated in a very long time. With tons of products and pages with high SEO value, we had to be diligent to make sure rankings were preserved with the new site launch.*
- 3. Since the site was old, we restructured a lot of the pages, keeping the pages that were high value and culling any pages that could actually be detrimental to their organic rankings.*
- 4. After launching the new site, we've started working on lead generation. For almost 6 months we worked on generating leads through paid ad campaigns.*
- 5. Design and Development Work was completed in 10 Days.*

## Tools

- For UI Design: Figma, Photoshop, Illustrator*
- Development Front End: PHP & Codeigniter equity, grow conversion rates, and better represent the brand.*

## About Arion Media Corp

*Arion Media Corp is a reputed hybrid organization of Advertising Films Production house, & Digital Branding with a Media release for the past seven years. It is an elevated view of branding and strategic integration of the brand. We shore up visual aesthetics & enhance the production values. We extend with creative ideas and brand concepts.*

*[www.arionmediacorp.com](http://www.arionmediacorp.com)*

*Ready to work together?*

Prefer to Talk - Call Us @ +91 99528 28633