



We wanted to modernise our image, and make our business of health and safety as engaging as possible. Our new website design from IO42, made sure we did just that - there's not a hard hat in sight!

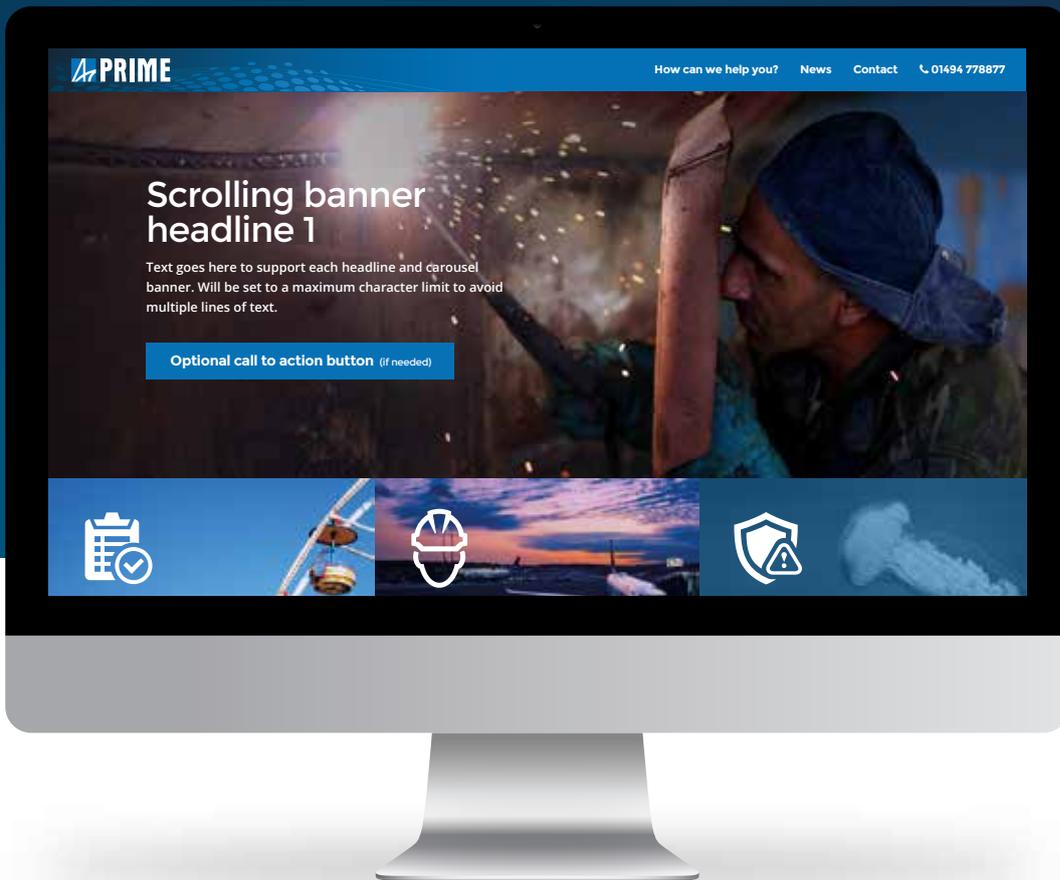
Paul, MD, Prime Systems

When Prime Systems first came to see us, they were very clear about how they wanted to present their business - modern, progressive, professional - but they weren't sure how to go about it. So first we worked with them to understand exactly what their Health & Safety services business was about, and then we got to work on how to bring it to life.

It's true to say that the Health & Safety business isn't perceived as the sexiest business in the world! However it's also

true to say that the services Prime offer are crucial to the safe and smooth running of many of the country's critical

industries, so while it was important to seem modern and progressive, what was actually more important was to appeal to those industries in a way that didn't lose the serious professionalism that is at the heart of what Prime does.



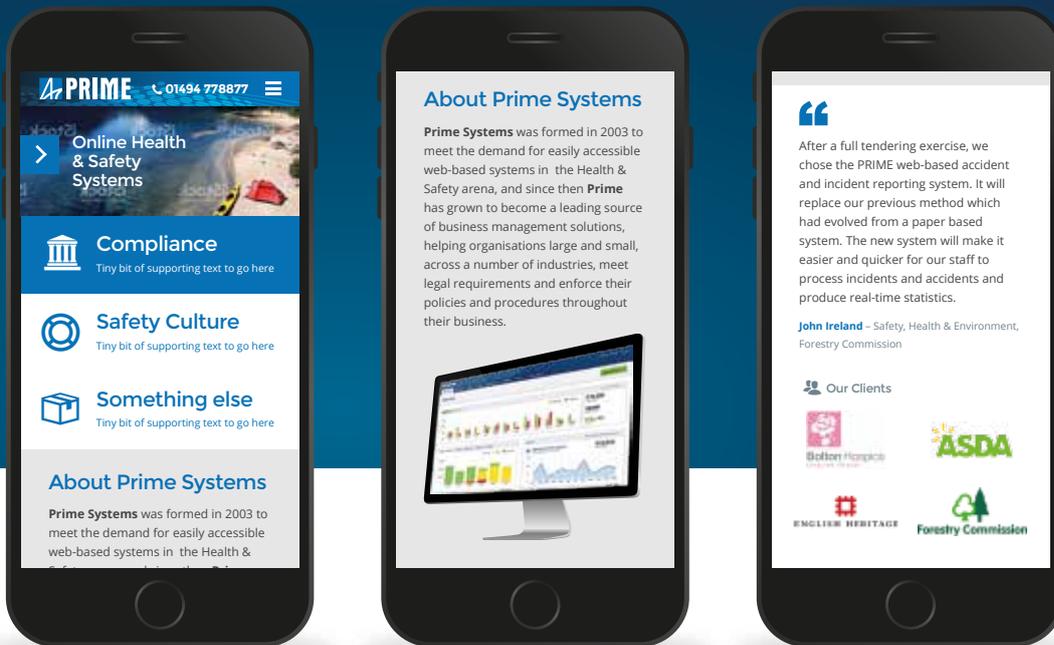
## WHAT WE DID

Prime was an established, successful business and the leadership was happy with the branding and the look and feel they had developed. We started with what they had, modernising only where we needed to, for example to make the logo work well on a mobile screen, but keeping the colours and the essence of the identity Prime and built.

We updated the layout of the site to make sure it was responsive, meaning it works on every screen size by adapting to the device it is being viewed on. We also gave a customer-focus to the site, putting testimonials front & centre, and

working with Prime to make sure their explanations of sometimes complex legislation were clear and accessible. Next, we made sure the images were eye-catching and modern, with not a hard hat in sight!

The team at Prime really care about the image they portray, and collaborated greatly with us as we developed their content. We edited and tailored the content to make sure it had every chance of appearing high in online search results, as well as making sure all code and back-end data were as good as they could be for Google and Bing (a practice



known as Search Engine Optimisation, or SEO) As we work with Prime Systems going forwards, they will receive ongoing optimisation of code, content and data as part of their “Website as a Service” package, and we will also do content updates for them, as and when required.

All this means not only will they maintain their modern new image, they’ll also hopefully maintain their place on Google and Bing’s first page!



# THE RESULT

Since the launch of the website, more than three quarters of visitors are new visitors, meaning the redesigned site is really driving awareness amongst Prime's prospective customers. Mobile usage is claiming steadily, as Prime manages to reach customers and prospects it couldn't before it had a responsive site. Prime understand the value of keeping the site up to date, and we have worked with them on updates and upgrades to content, to make sure that they don't fall out of date and slip down the search rankings.

All in all, Prime were able to achieve exactly what they set out to do - a clean, modern website that has a clear, customer-focused structure and communicates the professionalism and gravitas necessary for the industry they are in. As we continue to work with Prime in developing their site, it has become more than just a website - as they begin to migrate more and more of their marketing activities to digital channels, it is a key component to online campaigns, and the business's "shop window" that will help Prime Systems grow, and take the business to the next level.

 [www.prime-systems.net](http://www.prime-systems.net)



# GET IN TOUCH

At IO42, we are wholly focused on delivering superlative experiences that are customised to your business's needs and customers love. We produce marketing websites, phone apps, booking systems, ecommerce sites, secure membership systems, and much, much more. We can also set up, manage and maintain IT networks.

We work hard to understand exactly what you need, so you're not paying for things that sound great, but your employees or your customers will never use. We don't use templates or out-of-the-box solutions, so you know that when you work with us, your business will stand out from the crowd.

Get in touch now for a discussion on what your business really needs.

# IO42

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