



MATT MURPHY

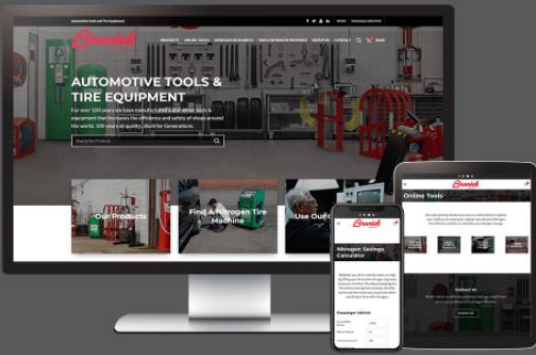
CLIENT: Onsharp

PROJECT: Case studies

OBJECTIVE: Better demonstrate a web and app developer's expertise and track record through client wins

SUMMARY: Onsharp felt its extensive capabilities were not being fully conveyed and sought a revamp of its case study strategy using a diverse set of clients, challenges, and solutions as a first step

WEBSITE: <https://www.onsharp.com/projectitem/branick-industries/>
<https://www.onsharp.com/projectitem/goldmark-property-management/>
<https://www.onsharp.com/projectitem/peterson-farms-seed/>



Branick Industries

Ushering a century-old industry leader into the modern age of e-commerce.

When global tire-equipment leader Branick needed to create an online sales platform, it tapped Onsharp to revamp its website for modern e-commerce activity.

Industry: [Manufacturing](#)
 HQ: Fargo, ND
 Project: Website Development
 Objective: Create an e-commerce platform to modernize online sales capabilities
 Technologies: WordPress, WooCommerce, custom programming

KEY RESULTS



Superior platform with fully-customized functionality



750% boost in online sales from H1 to H2 in year 1



Reduced near and long-term IT overhead



>50% increases in site users, new users, and sessions

BACKGROUND

Branick Industries is a leading manufacturer of tire service equipment, repair equipment, and inflation systems. For over 100 years, distributors have sought out the company for its dozens of cutting-edge products, which are now enjoyed by 750,000 customers around the world.



At odds with Branick's innovative product line was its antiquated website. According to Branick Marketing & Media Coordinator Chris Lein, the site wasn't suited for modern e-commerce and had fallen behind in the industry.

"The website was static and really unorganized. It either lacked important content or had too much that was unnecessary. It was almost nonfunctional."

Chris and his team knew this was directly affecting their business. The site's poor UX had been driving potential customers to competitors with more user-friendly sites. This impacted Branick's brand perception and awareness as much as its sales.

It was time for a change. Branick required a working e-commerce platform that matched the quality of its solutions. To accomplish this, they needed a technology partner capable of meeting specific objectives:

- Better organize site content to make it simpler and easier to find
- Customize product page layout and functionality
- Implement a back-end system that Branick employees could understand and use
- Expedite the project without sacrificing quality in order to get back on track quickly

Chris wanted to find a local partner and spoke with several firms in the area. Not only was Onsharp the most responsive—which Chris saw as a positive indicator of how it does business—but it also provided a strong roadmap coming out of an in-depth "discovery" process.

"I didn't feel with other companies that I was going to end up with what I needed. Onsharp made me very comfortable that they would do what we wanted in the long run."

APPROACH

Onsharp's e-commerce experts knew right away that Branick required a complete rebuild. There was simply no way around it since the site's architecture couldn't be updated. Plus, it couldn't handle the amount of inventory—over 40 products—that had to be integrated alongside key functionality like online payment processing.

Based on Branick's desired specs, Onsharp identified WordPress as the ideal solution for several reasons:

- Wide selection of readymade templates that could be tailored to company needs
- Easy training for nontechnical users, who could then make basic updates on their own
- Reliable sales capabilities through its e-commerce plugin, WooCommerce

Onsharp gave thought to overall design while Chris compiled brand assets and other necessary content. Branick was very particular about not just the elements it wanted, but where it wanted them to appear. In some cases, locations for things such as the shopping cart, shipping terms, and "related products" weren't possible with WooCommerce's out-of-the-box functionality.

That didn't stop Onsharp developers. The firm's "anything is possible" mantra just meant they'd find alternate solutions through custom coding, no matter how extensive the request.

Their ingenuity impressed Chris throughout the process.

"There were at least two or three times where I said 'I want something like this.' They said it was never done before, let us look into it. They found an answer every time."

SOLUTION

By the end of the project, Onsharp had created a brand-new e-commerce ecosystem. Top to bottom, Branick.com looked and performed exactly the way the company had envisioned it.

"The functionality, updatability, and usability of the site was well thought through," said Chris.

A fully-reworked sitemap drastically improved the UX. The home page, previously overloaded with content, was clean and intuitive as a guide for navigating through the site. Visitors were able to find what they needed without effort or endless click-throughs.

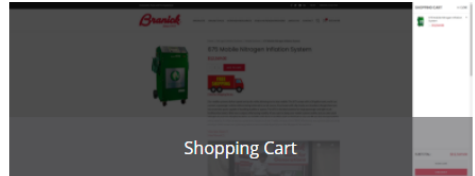
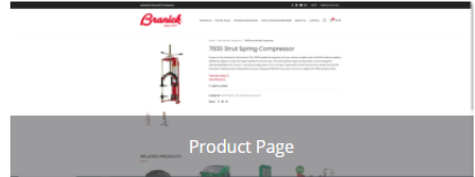
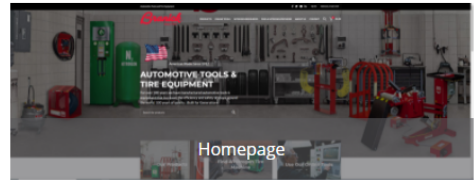
Filter and sorting features on product category pages made this process smooth. The product pages themselves were then highly-organized. Visitors could review thorough descriptions, download spec sheets, and watch demo videos as part of a multimedia shopping experience. Administratively, Onsharp made it easy to simply duplicate these pages and update the content each time Branick needed to add a new product.

Much of Branick's business comes through its distribution network, so Onsharp added a dealer locator map as well. A customized plugin offered customers a convenient way to find and contact local distributors. In turn, and as a testament to their partnership, many distributors also began promoting Branick's website because of its new industry-leading interface.

This was a huge win for Branick because it could now sell directly online. Onsharp created a purchase process that mirrored what buyers are used to with other e-commerce merchants. The ability to offer coupons and other incentives made the company more competitive while integration with Stripe's payment processing system streamlined the entire transaction.

All of this tied seamlessly to the back end. Branick could pull reports and invoices on-demand for sales and inventory tracking. Along with benefits such as security scans, automatic site updates, and 24/7 support, this turnkey operation was a big reason behind the decision to continue hosting its site with Onsharp. The free year that comes with the firm's website contracts was enough for Branick to see that it was in the best possible hands.

Project Screenshots



RESULTS

"I've had comments from everyone I work with and from multiple customers saying how much better the site is than what we had."

Chris's remark neatly captured the reaction from Branick's many stakeholders. Customers today enjoy a best-in-class user experience and employees can handle day-to-day e-commerce management. Once perceived as outdated, its website now genuinely lives up to the company's reputation for innovation.

Improved brand perception accompanied similar upticks in awareness and engagement, as seen by enhanced site metrics in the first year:

- +53% users
- +56% new users
- +50% user sessions
- Increased traffic from all sources
 - +15% organic search
 - +64% social
 - +102% direct
 - +448% referral

More importantly, Branick saw immediate effects on its bottom line:

- Increased revenue
 - Boosted offline sales productivity by reducing customer inquiries over the phone
 - Increased online sales during the second half of year one by 750% over the first
 - Earned online margins at nearly double those from traditional distributor sales
- Decreased overhead
 - Eliminated the need for external developer support with basic site operations
 - "Future-proofed" the platform to avoid major updates every 2-3 years

What began with a basic, no-frills WordPress template ended as a fully-customized site that met critical business needs. And, because of the organized, transparent approach taken by both partners, the timeline was slashed almost in half compared to similar projects of this magnitude.

Branick has since retained Onsharp for ongoing dot-com support as well as for other projects. This included similar redevelopment of Safety Seal's website after acquiring the leading tire-repair technology brand. Simply put, Chris and his team are excited to have found their go-to web partner.

*"Honestly, the experience from start to finish was good—really good. They were determined to get it done the way we wanted it rather than what was easiest for them."
"I can't believe you guys have an unhappy customer."*

Key Metrics Realized:

Increased users and engagement

- +53% users
- +56% new users
- +50% user sessions

Increased traffic from all sources

- +15% organic search
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- +102% direct
- +448% referral

Ready to Get Started?

Tell us about your web design goals. Answer a few short questions and we'll reach out to start a conversation.

START A CONVERSATION →



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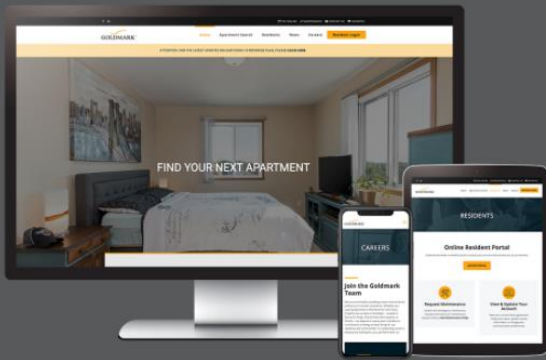
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Note: Same page footer for all 3 studies



Goldmark Property Management

Streamlining live customer service by reinventing the online user experience.

Goldmark needed a more powerful website for apartment searchers and property managers. So, it turned to Onsharp's real estate expertise to transform its UX.

Industry: Real Estate

HQ: Fargo, ND

Project: Website Redesign

Objective: Optimize functionality and speed to reduce customer service calls

Technologies: Umbraco, .NET, custom programming

KEY RESULTS



Enhanced UX/UI for desktop and mobile



Seamless integration of various third-party software



Page load speeds cut nearly in half



+44% organic search traffic, +148% referral traffic

BACKGROUND

Fargo-based Goldmark is one of the largest property management companies in North Dakota. Its footprint extends into surrounding states, making it a major regional real estate business. Despite Goldmark's importance in these markets, its website was unequipped to adequately meet the demands of modern apartment seekers.

Site performance issues and sparse information inevitably impacted Goldmark's employees as well. Customer service reps constantly fielded calls from searchers who either couldn't find what they were looking for or needed more detail than the site provided. This not only took the team away from other responsibilities, but it also tied them up after-hours when many people conduct their searches.

Goldmark realized it needed to protect its business. Beyond this, company leaders also saw an opening to transform Goldmark.com into the region's best property management website. Achieving that would require a focused rebuild:

- Enhanced functionality to improve UX and reduce calls to customer service
- Optimized speed to meet modern consumer expectations
- Additional analytics tools without impacting critical software like Yardi and RENTCafé
- Improved SEO practices for inbound traffic

Of the potential technology partners Goldmark engaged, Onsharp stood out due to its real estate expertise and initial "discovery" process. Onsharp took time up front to fully understand Goldmark's business beyond just the issue at hand. This allowed it to create a detailed blueprint for success that resolved immediate challenges while keeping long-term goals in mind.



APPROACH

Onsharp applied a user-focused strategy to its inside-out site revamp. This began with a survey of Goldmark staff, property managers, and apartment residents to determine must-have features. Common themes arose among all stakeholders:

- Stronger search, filter, and sort capabilities
- More detailed apartment information
- Higher-quality photographs and floorplans
- Transparency in pricing differences between similar units
- Option to view locations on a map
- Online scheduling for property tours

Goldmark's existing CMS was far too limited, slow, and error-prone for these needs. It required a more sophisticated platform that could be customized for real estate nuances. Smooth integration of CRM and ERP business software would also be key.

With this in mind, Onsharp knew Umbraco would be the best CMS option for several reasons:

- Allows for a blend of standard frameworks with custom components
- Offers built-in tools like image processing to streamline page speeds
- Easy to add FAQ and blog sections for a more robust knowledge base
- Intuitive enough for Goldmark to manually update basic content as necessary
- Collaborates well with external real estate systems such as Yardi
- Builds in technical SEO features to complement other SEO marketing tactics later

SOLUTION

As experts on Umbraco, Onsharp tailored site architecture to satisfy stakeholder requests for a user-friendly digital experience. For instance:

- Moved filter options to a fully-visible sidebar stacked from most important to least
- Visually separated exact matches from “close enough” results
- Introduced a carousel of photos for each unit thumbnail for more efficient browsing
- Added search-by-map functionality with pin grouping for multiple units in close proximity
- Preloaded searches for apartments in bigger metro areas for convenience
- Ensured mobile-responsive design with a custom tooltip plugin for smartphone users

Onsharp then refactored certain Umbraco web code for even better performance. For instance, it essentially turned features like photos and reviews into on-demand content. Such items wouldn't be populated unless users “requested” them by scrolling down the page. A load-as-necessary approach made Goldmark's data-heavy listings pages much more manageable.

Onsharp also accounted for other software integrations. These included existing systems that are vital for any property management company as well as new ones that would elevate Goldmark's platform to best in class:

- Yardi: platform for rental applications, tour scheduling, accounting, and other operational needs
- RENTCafé: a Yardi national listing service that Goldmark has integrated with its own system
- Examine: high-performance code that prepares data for indexing, makes it easy to search, and ensures its accuracy
- Kingsley: survey technology for monthly feedback, which shows up on the website in the form of ratings and reviews
- Various analytics, tracking, and mapping resources (e.g., Facebook Pixel, Hotjar, Open Graph markup, etc.)

RESULTS

With Onsharp's guidance, Goldmark reintroduced a superior website in the property management space. A refined UX made it easier for customers to find what they needed quickly, thereby also providing valuable relief to the customer service team.

This UX and better administrative tools helped Goldmark achieve each of its primary goals:

- Reduced customer service call volume and time spent handling live requests
- Implemented all feasible survey suggestions and additional pages/features
- Enhanced UX/UI for desktop and mobile
- Integrated real estate, business, and analytics platforms into a single, seamless system
- Experienced sharp improvement in Google Analytics metrics within the first year
 - +44% organic search traffic
 - +148% referral traffic from other sites
 - +21% user sessions
 - -44% page load speed to 2.85 seconds, within the 3-second optimal industry time

Goldmark continues to work with Onsharp on its website today. Being able to rely on its partner's expertise and ongoing support gives company leaders confidence in their ability to stay ahead of the competition as the real estate market evolves.

Ready to Get Started?

Tell us about your web design goals. Answer a few short questions and we'll reach out to start a conversation.

START A CONVERSATION →



Peterson Farms Seed

Replicating In-Market Leadership Online Through Enhanced User Engagement

Peterson's dated website was disrupting its agronomy business. Onsharp's discovery process paved the way for a remodel that overcame each and every challenge.

KEY RESULTS



Built-for-purpose informational tables for 80+ products



Easy search/filter functionality across 12 key categories



New tracking code for improved website decision-making



Modernized look and feel with updated company branding

BACKGROUND

Few companies know more about genetically-modified seeds than Peterson Farms Seed. The largest independent organization of its kind in the Upper Midwest, Peterson has been the region's premier provider of corn hybrids and soybean varieties for decades.

The benefits of its innovations must be clearly conveyed to drive sales. Farmers need to understand how Peterson's blend of agronomy and technology creates a superior product for their businesses. As with many other industries, their first stop is often the company's website.

However, Peterson's site had become slow and dated. Prospective customers found it difficult to search for the detailed product data they needed to make buying decisions. Those who looked for the proper sales rep to contact found this hard to determine as well.

Unfortunately, Peterson's existing web provider became unresponsive when the team raised these issues along with requests for updates. This caused serious concerns among leadership:

- Peterson was losing customers to seed companies with more user-friendly websites
- Its talent pipeline suffered due to similar reasons and lack of an online application option
- Employees were frustrated by being unable to make key updates to rectify these issues

Peterson's technological expertise is in seed production, not web programming. It needed a new provider here that could create a stronger online destination to hit web-marketing goals:

- Improve site UX and content
- Reflect the company's premier brand
- Drive higher organic search traffic
- Give content control back to internal staff

Peterson engaged multiple agencies before finding the right partner in Onsharp, a leader in its own tech field that's also headquartered in the region. It was impressed with the developer's references and portfolio of similar website redesigns. Onsharp's process also gave Peterson confidence that it would receive a plan that supported objectives and accurately forecasted time and resources to get the job done.



APPROACH

As with any project of this magnitude, Onsharp began with an in-depth discovery process. This was a vital step in understanding Peterson's agronomy business. Only then could it create a blueprint that dove past surface-level symptoms to solve the underlying problems.

Discovery involved various workshops based on Peterson's website needs, including technology, branding, and content. This modular model allowed Onsharp to bring in appropriate subject-matter experts as the site's framework evolved.

Coming out of its assessment, Onsharp developers determined WordPress was still the proper CMS for Peterson. However, it required a thorough revamp for greater flexibility in meeting specific client needs. They would start with a basic WordPress theme and customize the design from there. They'd then rework the entire site map to improve information flow, as well as come up with a solution to make it easier to search for and filter seed varieties.

Onsharp also knew its client never cut corners. Peterson had recently rebranded, so the website needed to visually convey the same promise of quality represented by the company's new logo. Form could not be sacrificed in favor of function.

SOLUTION

Onsharp's emphasis on discovery paid off for Peterson. The seed provider's site rebuild elevated its online presence to match its leadership position in the industry. This began with a much-improved UX:

- Intuitive navigation helped users find relevant information more quickly
- Responsive design ensured easier viewing and faster load speeds on all devices
- Integration of Peterson's new branding modernized its digital look and feel

The enhanced UX and layout enabled Peterson to reshape its content as well:

- Better highlighted key areas of its value proposition like customer service and innovation
- Added an interactive map, headshots, and bios in the Find a Rep section
- Inserted product information into organized, sortable tables

The last of these was particularly crucial for customers. Providing the kind of filtering Peterson needed for best-in-class functionality required Onsharp to customize a special plugin. The resulting tables were clean and efficient, presenting more than a dozen pieces of agricultural information for over 80 corn and soybean products. Non-critical details became available as optional pop-ups to streamline content on the main page.

Custom coding converted Peterson's existing PDF application into a user-friendly web format. Human Resources received real-time submissions inclusive of any additional materials provided by the applicants. With a single feature, Peterson made itself more attractive to skilled job seekers while simplifying the hiring process for HR.

As website development unfolded, Peterson requested a number of revisions to the platform. These included visual changes to things like the sales rep map, as well as functional tweaks to features such as the product tables. Some of these presented technical difficulties within WordPress's architecture. However, Onsharp has always taken an "anything is possible" attitude to such challenges and pushed creative thinking even further to meet its client's vision.

Integration of Google Analytics made sure these revisions and any moving forward improved site performance. The software's tracking code facilitated sound decision-making around content, SEO, and overall website strategy.

In addition to implementing these types of automated tools and safeguards, Onsharp helped Peterson become more hands-on. It trained website managers on everything they'd need to make routine updates without formal programming skills. Since the site underwent weekly content updates, this self-sufficiency led to cost-efficiency that benefitted the broader business.

RESULTS

Peterson was pleased to finally have a website tailored to its agricultural solutions. The new setup better catered to the needs of its customers, improved visitor traffic, and created a consistent brand experience on- and offline.

Also instrumental to web marketing was the team's newfound technical competence. The ability to maintain its own site without being completely dependent on provider support accelerated Peterson's digital marketing efforts.

At the same time, leadership enjoyed peace of mind knowing it now had a more reliable and responsive web master in Onsharp. For instance, when they needed updates to the product tables a few months later, Onsharp stepped in to make adjustments based on feedback collected since the new site's release.

This ongoing relationship was a direct extension of their collaboration during the initial build. Peterson appreciated its partner's openness to idea sharing, which only reinforced its reputation as an agency that doesn't stop at "good enough." Rather, Onsharp's experts welcomed trial-and-error knowing this would ultimately lead to a better product.

Peterson continues to look to Onsharp today for web hosting, security, SEO, and other support that helps underscore its leadership in seed innovation.

Key Metrics Realized:

Built-for-purpose informational tables for 80+ products

Easy search/filter functionality across 12 key categories

New tracking code for improved website decision-making

Modernized look and feel with updated company branding

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