



INTERSECT SURVEYS **DOUBLES** WEBSITE VISITORS WITH NEW WEBSITE

Project Overview

Intersect Surveys Ltd is a multi-disciplinary survey company offering a full range of services, such as, underground utility detection and mapping, 3D laser scanning, topographical surveys, structural and environmental monitoring, etc.

Key metrics

x2

visitors compared to previous quarter

x2

new visitors compared to previous quarter

x1.8

sessions compared to previous quarter

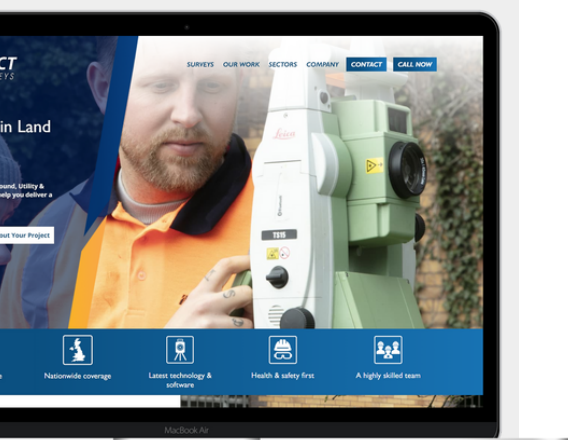
Intersect Surveys had a company-centric website that, due to some design flaws, caused frustration, friction, and churn on its visitors. The website was not generating any enquiries, and their traffic was solely reliant on paid search.

After a thorough analysis, Insynth identified that traffic was not the only area that needed to improve. Page size was large, and the average speed of their site was almost double what is recommended as best practices. Their JavaScript also presented technical vulnerabilities. With that, Insynth advised Intersect Surveys to completely redesign and rebuild their site.

CLEAR CALL-TO-ACTIONS AND COMPELLING SOCIAL PROOF DRIVE ENGAGEMENT

Almost every project that building professionals are involved in require survey and, surprisingly, the information about the different surveying services each project might need is scarce. Intersect Surveys wanted to make sure that they communicated clearly the vast range of surveying services they offered, whilst making sure that this information was presented in a digestible and accessible way.

The advice from Insynth was to embed this information into the content of the website, understanding the customer journey, and ensuring that visitors were getting the right information at the right time, without it being overwhelming.



Redesigned clear and enticing CTAs and website icons



Intuitive service classification and presentation



Easily accessible case study and accreditations

Data storage was a main concern for Intersect Surveys since they had not had an established database for the company. Designing the website on HubSpot allowed for their website to be completely integrated with an intuitive and user-friendly CRM that helped them face that challenge.

DEVELOPING INDUSTRY-SPECIFIC, BESPOKE WEBSITE WIDGETS

Designed using HubSpot's CMS Hub, their website is fully integrated with a CRM where they can explore, manage, and progress all leads coming through the website. The HubSpot's CMS allowed the website to host a complex but user-friendly map-based widget that specifiers can easily use to understand whether Intersect Surveys service a specific area. This widget was developed in-house by Insynth, designing a bespoke tool that would help Intersect Surveys quality-in and out leads as they come through their website.

Thanks to its integrated nature, the widget speaks directly to HubSpot's CRM and, once a lead submits their request, this goes straight into their database, allowing Intersect Surveys to build a purposeful database. Forms on HubSpot also allow to upload documents, making sure specifiers can provide you with all the info you need.

RAPID PERFORMANCE IMPROVEMENT AND INCREASING LEAD ATTRACTION

Focusing on content, customer journey mapping, and overall UX, Intersect Surveys was able to double their visitors compared to their previous quarter, before the new website was launched. Intersect Surveys also doubled the number of new visitors their website brought through, with over 1,500 new visitors having accessed their site during 2022 Q4.

A bespoke redesign of their website was a key element to help Intersect Surveys communicate with their leads more efficiently, allowing them to share their message and grow their brand.



Intersect Surveys are very talented at what they do, so let's really showcase that! It was important for us to add clear CTAs and to include success stories and accreditation to allow visitors to understand what a good survey looks like, and how Intersect Surveys works. A clear display of the information that any specifier would need was also essential for the project.

LOUISE URQUHART, HEAD OF DESIGN AT INSYNTH

