



# Web Revamp for Equipment & Machinery Company

## PROJECT DETAILS

 Web Development

 Jan 1980 - Ongoing

 \$10,000,000 +



*"They have taken the time to study what we needed and found ways to make our needs happen."*

## PROJECT SUMMARY

Cytrus Logic has revamped a WordPress website for an equipment and machinery company. This is expected to increase the website traffic and make the website stable.

## PROJECT FEEDBACK

The engagement has led to a substantial increase in website traffic, exceeding the client's business goals. The end client has commended the website positively for its functionalities and exquisite design. The team's ownership and effective communication has ensured the project's success.



## The Client

Please describe your company and your position there.

I am the owner and operator of Dogface Equipment



**Tom Ramsey**  
Owner, Dog Face Equipment



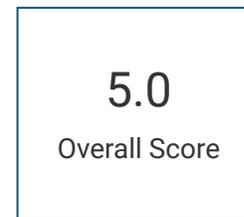
Salt Lake City, Utah

## The Challenge

For what projects/services did your company hire Cytrus Logic, and what were your goals?

Our website was created over 15 years ago and had become outdated. Since we didn't have in-house developers to invest in a new website, we hired this team to design and develop a WordPress site for us. By doing this, we were hoping to increase our traffic substantially by the end of the year and make our website more stable. Both of these goals have been accomplished!

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

How did you select Cytrus Logic and what were the deciding factors?

We searched online for web developers in our area and couldn't find any we really liked. We found Cytrus Logic and are super happy we did. They are really knowledgeable and have taken the time to help us and know our needs.

Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.

Through calls, emails, chats and discussion we were able to help Cytrus Logic know what we need and they took the time to be very thorough and help us. They designed our website for mobile, helped create a news letter and made the back end a lot more user friendly.

How many people from the Cytrus Logic team worked with you, and what were their positions?

Jacob, just one.

## The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Our website traffic has quadrupled. Our business grew over 30% last year. The most it ever has. I have great customers now, great feedback on the website and overall it's been awesome!

Describe their project management style, including communication tools and timeliness.

Daily, weekly emails, calls, and chats





What did you find most impressive or unique about this company?

They have taken the time to study what we needed and found ways to make our needs happen.

Are there any areas for improvement or something they could have done differently?

None

