

CASE STUDY



Project scope :
**Digital Growth Strategy &
Web Development**

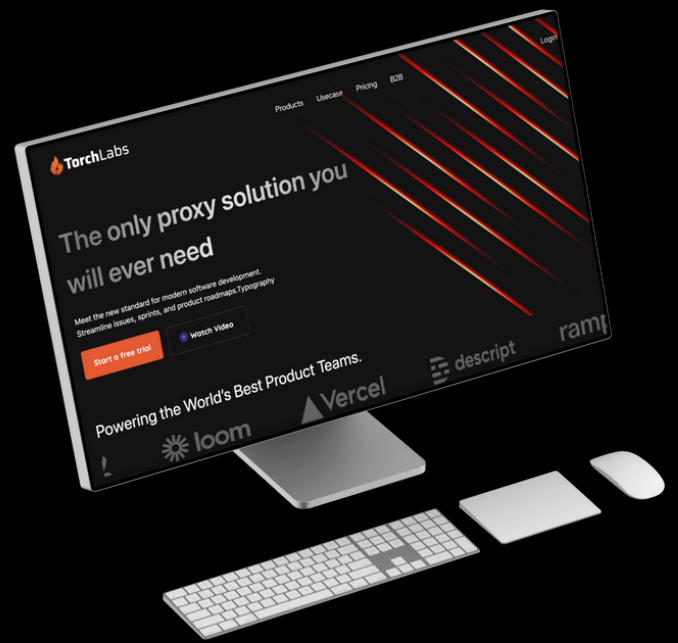
Prepared for :
Torch Labs



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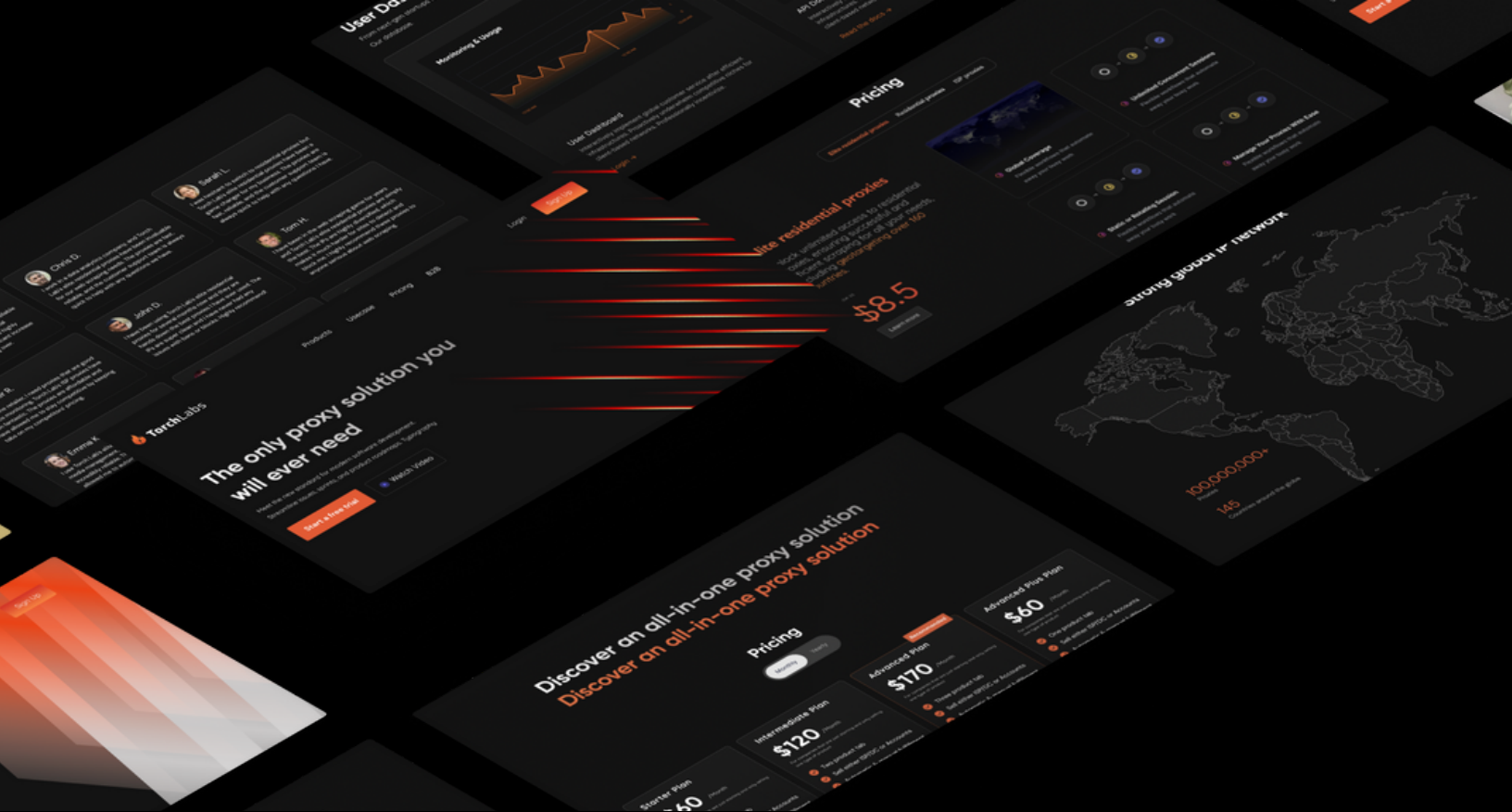
Client Objectives

Torch Labs approached CircuitX with the goal of revitalizing their online presence to better align with their brand identity, engage customers more effectively, and ultimately drive sales. They were seeking a comprehensive digital growth strategy that included a complete redesign of their website to create a user-centric and visually appealing platform.



Challenges

- **Outdated Website:** Torch Labs' existing website was outdated, not responsive, and lacked the visual appeal that modern customers expect.
- **Poor User Experience:** The navigation and user experience on the website were not intuitive, leading to high bounce rates and low engagement.
- **Limited Brand Storytelling:** The website did not effectively communicate Torch Labs' brand story, unique value propositions, and innovative product range.
- **Low Conversion Rate:** The lack of clear calls-to-action and product presentations hindered the conversion of website visitors into leads and customers.



Solution

CircuitX collaborated closely with Torch Labs to develop a comprehensive strategy to transform its digital presence. The critical component of this strategy was the design and development of a new website that would address the client's challenges and objectives. The main focuses were:

1. **User-Centric Design:** CircuitX conducted thorough research to understand Torch Labs' target audience and their preferences. The new website design prioritized user experience, ensuring easy navigation, clear information hierarchy, and responsive design for various devices.
2. **Visual Enhancement:** The design team incorporated Torch Labs' branding elements to create a visually consistent and appealing website that resonated with the company's innovative identity.
3. **CTAs and Lead Generation:** Strategic placement of clear call-to-action buttons and lead capture forms were integrated throughout the website to encourage visitor engagement and capture potential leads.



Results

The collaboration between CircuitX and Torch Labs resulted in significant improvements to the company's digital presence and overall business growth:



Improved Conversion Rates

With the intuitive design and improved product presentation, Torch Labs experienced an increase in the conversions



Expanded Reach

The responsive design allowed Torch Labs to reach a wider audience, including mobile users, leading to increased traffic and brand visibility.



Increased Leads

The prominent placement of lead capture forms and compelling CTAs led to a noticeable increase in leads generated through the website.



53%

**Increase In
Conversion Rate**

80%

**Increase In
Average Time
Spent**

40%

**Decrease In
Bounce Rate**



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