A88 LAB.

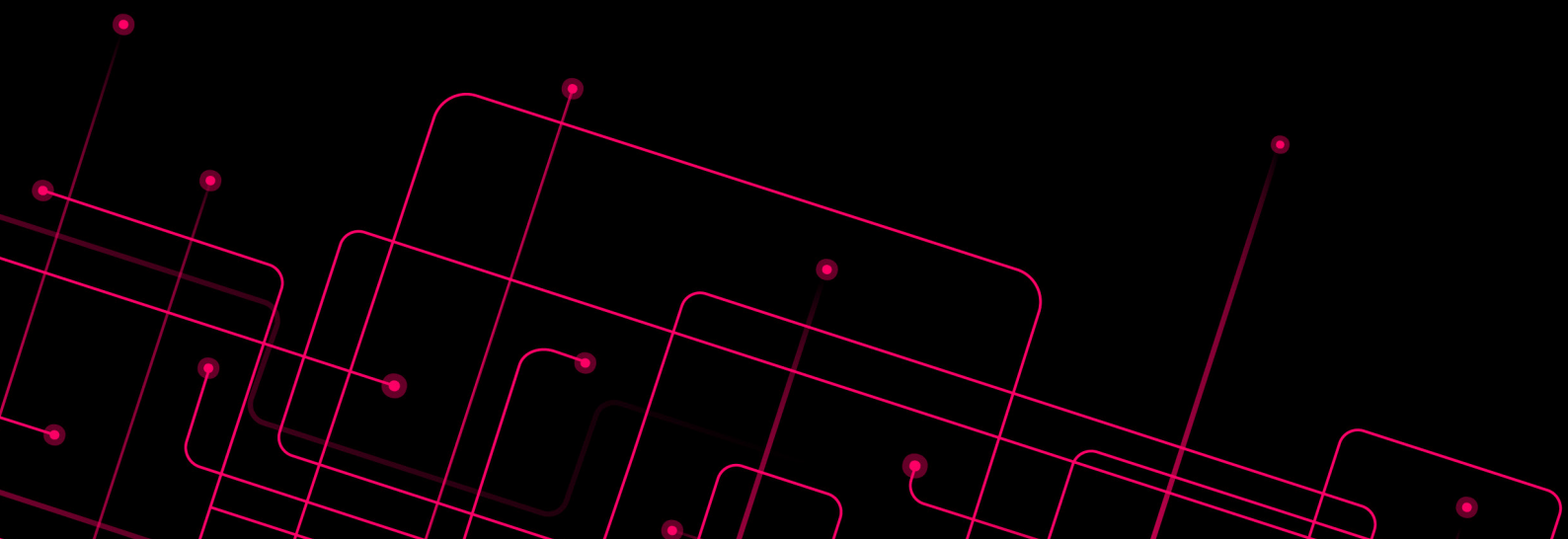
ANAPAYA

Case Study

Anapaya's Success Story

ANAPAYA'S WEBSITE REBORN ON HUBSPOT CMS: FROM PRESENCE TO PIPELINE

HubSpot Figma 16 Weeks



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About the Client

Anapaya is a pioneering company focused on revolutionizing the Internet through SCION technology, which provides secure, resilient, and flexible networking solutions. Their mission is to empower data owners with control and transparency over their data's journey, ensuring a safer and more reliable digital experience. Collaborating with the Swiss Exchange SIX and the leading ISPs like Swisscom, Sunrise, and SWITCH, and the Swiss Exchange SIX, Anapaya is dedicated to making digital connections universally accessible and sustainable, aiming to build a scalable, secure digital infrastructure for the future generations.

Problem

The old website's look and feel needed to be updated, and it did not represent Anapaya's new positioning and solutions, which made it difficult for potential clients to understand the complex technology. A lack of clear differentiation between Anapaya's various products also led to user confusion. The overall user journey was also outdated, resulting in a suboptimal experience, lower engagement, and missed opportunities for client conversion.



Solution

To kick off the project, we first assessed the performance of Anapaya's existing website, identifying key areas for improvement. Following this, we conducted a comprehensive workshop to define the gaps in performance, refine positioning and messaging, develop detailed personas, map out the user journey, establish requirements, and outline custom solutions and timelines.

We created visual infographics and animations to explain Anapaya's advanced technology, breaking down complex concepts into manageable pieces. We planned the user journey, starting with an information architecture and refining content flow through user feedback and prototypes. The website was built on HubSpot CMS, including custom-made solutions.



Visit Anapaya's website

The Results



+15.74%

Website Sessions

More visitors explored the site, even during the summer slowdown.



+26.65%

Engaged Sessions

Users stayed longer and interacted more with the content.



+9.42%

Engagement Rate

The revamped design captured and retained audience attention.



+13.89%

Average Engagement Time

Visitors spent more time engaging with each session.



+14.02%

Total Events

Increased interactions reflected a more dynamic and user-friendly experience.



+23.01%

Organic Search

More users discovered the site through improved SEO.



+11.36%

Returning Organic Users

An increasing number of visitors returned for additional engagement.



+29.86%

Google Organic Impressions

Better visibility drove nearly 30% more search impressions.

Services Provided

1. Branding for a New Target Audience

Our team expanded on Anapaya's branding guidelines to create a visual identity that encapsulated all use cases for the website. This approach ensured that the design appealed to mid to senior-level executives in medium to large-scale organizations while maintaining consistency with Anapaya's brand.

The branding strategy included:

1. Developing a visual language that aligns with Anapaya's values and market positioning.
2. Creating a premium tone through carefully selected color schemes, typography, and imagery.
3. Designing infographics, visual representatives of the technology and solutions, and icon styles that are consistent with the new brand identity, ensuring a polished and professional look.

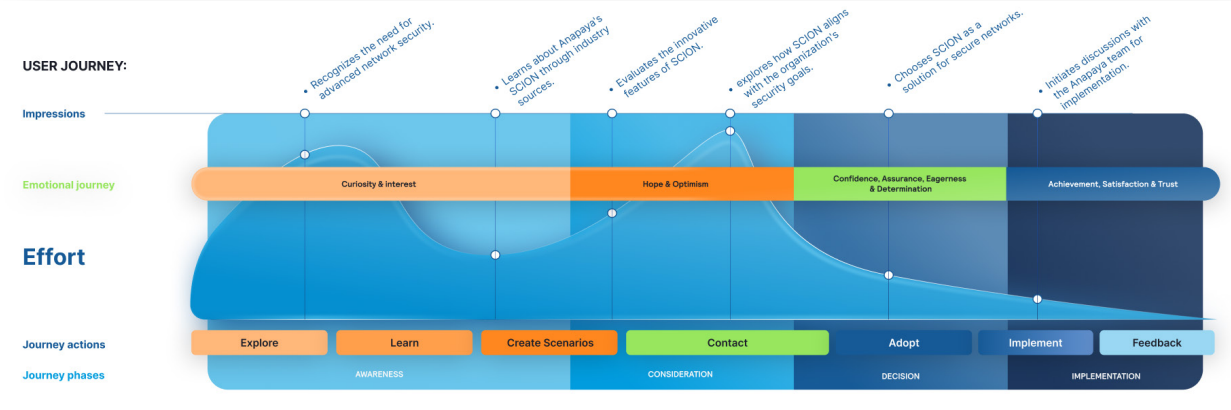


2. UX/UI Solutions and Web Design

For the new website we applied our Growth-Driven Design methodology to create a great user experience and attractive interface with intuitive navigation and engaging visuals.

Key features included:

- A modern, clean layout that simplifies complex information, making it easy for users to understand Anapaya's offer.
- Improved navigation and information architecture to ensure users can easily find the information they need, improving overall user experience.
- Incorporating micro animations to guide user interactions and highlight important features, adding a dynamic and interactive element to the site.



3. Content Production

With our extensive experience producing B2B Tech and SaaS content, we developed a comprehensive content strategy and created SEO-optimized content for the new website. The new content clearly presents the Anapaya brand, aligns with the buyer journey of different ICPs, and is highly optimized to drive conversions.

We focused on:

- Developing content that speaks directly to the needs and pain points of Anapaya's target audience, using accessible language that is easy to understand.
- Creating calls to action that guide visitors through the website and the next steps of the buyer journey.
- Ensuring all content is SEO-friendly, helping to improve the site's search engine performance and drive organic traffic.

4. SEO Optimization

One of the main goals of the new website was to increase the visibility for specific topics and drive organic traffic. We developed a strong SEO strategy for the new website, combining research, content, on-page SEO, and technical SEO.

Our SEO strategy involved:

1

Conducting keyword research to identify relevant search terms and optimize content accordingly.

2

Optimizing on-page elements such as meta tags, headings, and content to ensure they align with best practices and improve search rankings.

3

Implementing technical SEO enhancements to ensure fast load times, mobile responsiveness, and overall site performance.

5. HubSpot CMS Development

We developed the website on HubSpot CMS, using our strong experience as a HubSpot Partner Agency to provide an integrated and seamless solution for Anapaya.

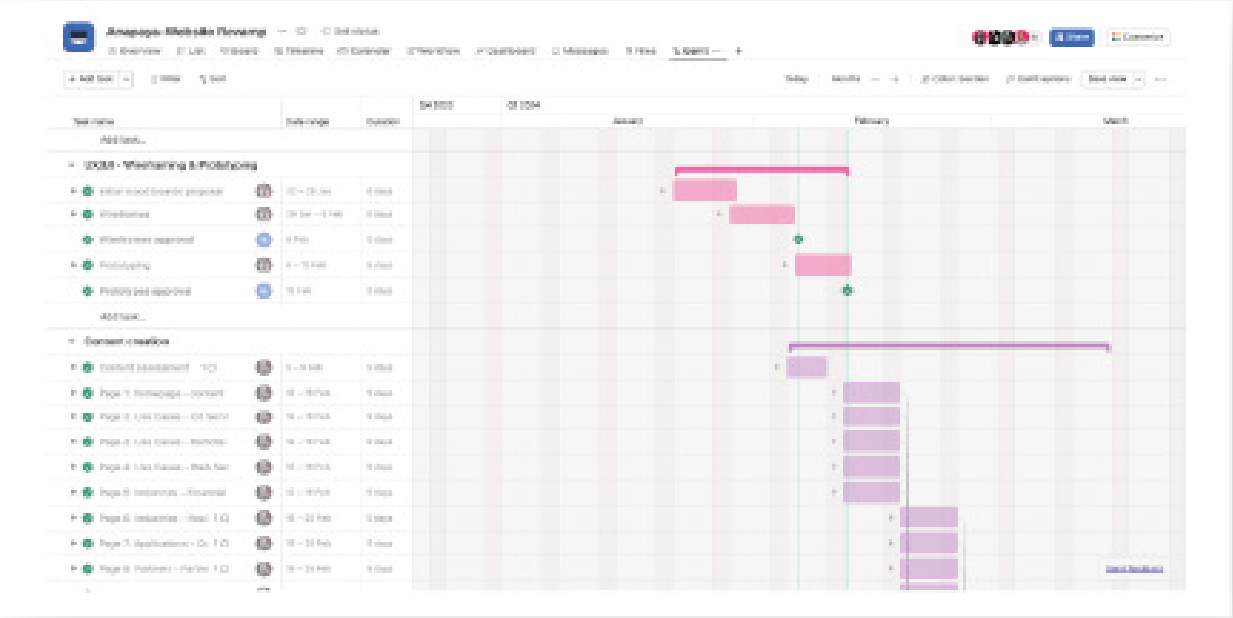
HubSpot Provider SOLUTIONS PARTNER PROGRAM

Our implementation included:

- Developing the designs from Figma into HubSpot CMS, ensuring fidelity to the original design.
- Creating custom-coded solutions like a multi-step questionnaire to enhance user interaction.
- Following best practices throughout the development process for optimal performance.
- Ensuring the website is fully optimized for mobile use, providing a seamless experience across all devices

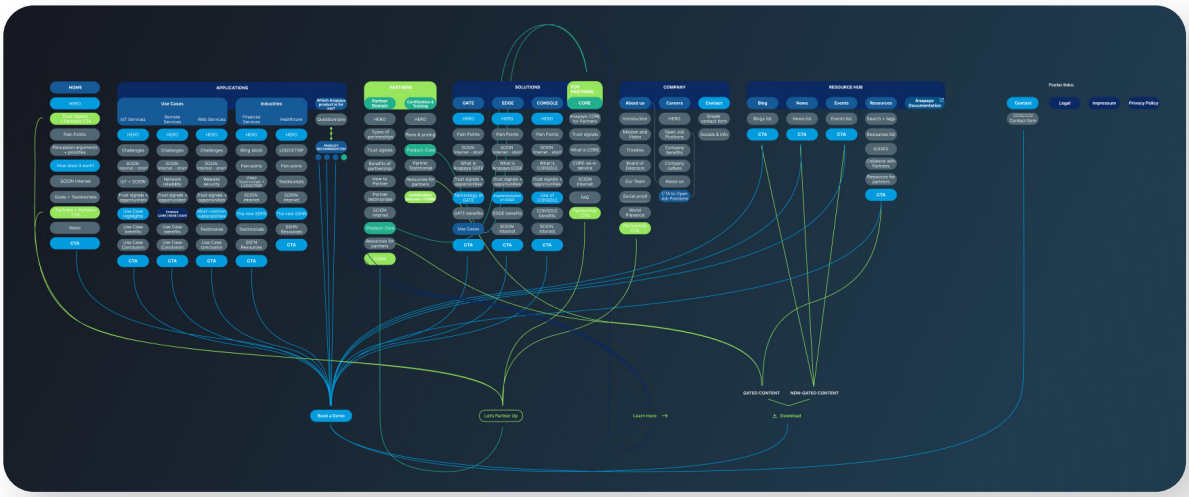
Project Timeline: A 16-Week Breakdown

The project was executed over 16 weeks and divided into specific phases to ensure thorough development and high-quality results.



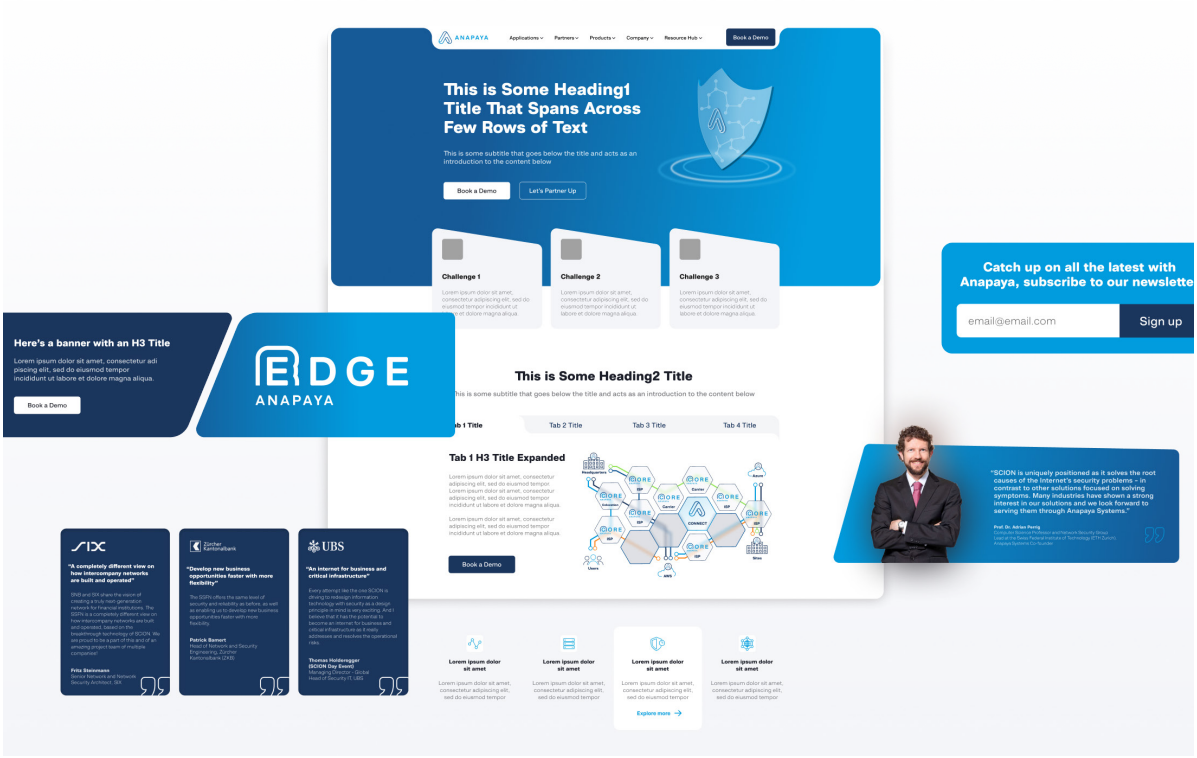
Weeks 1-2: Strategy & Workshops

We began with SEO and UX/UI workshops, involving key stakeholders from Anapaya. These sessions were crucial for developing detailed user personas and mapping out user journeys. By understanding who would use the site and how they would navigate it, we were able to establish an information architecture that served as the foundation for the website's structure.



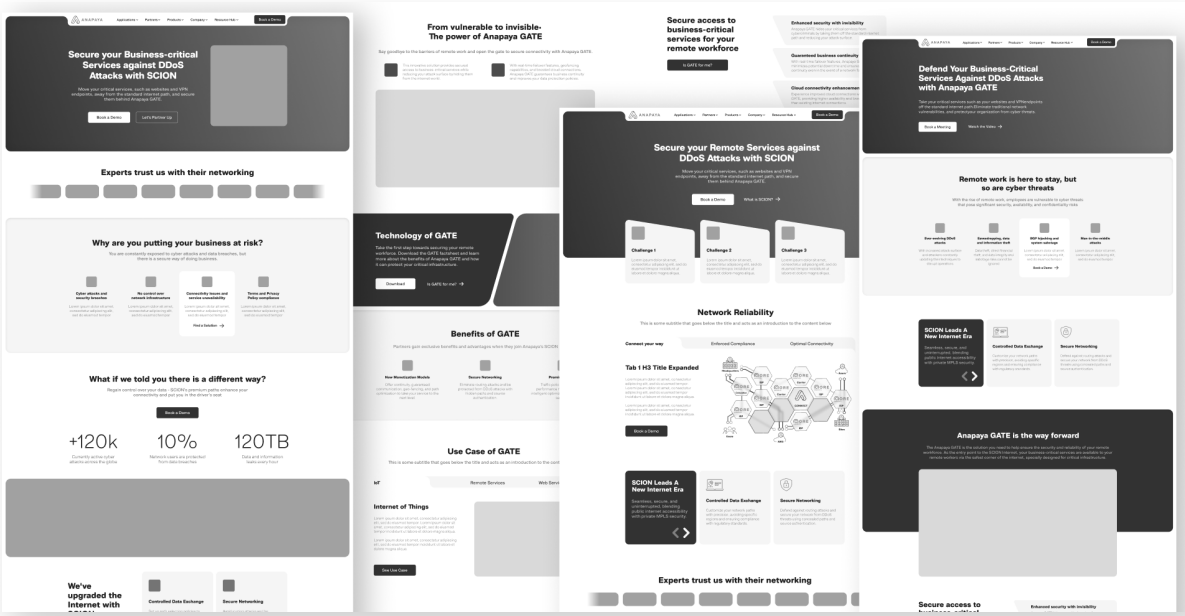
Week 3: Moodboard Development

In the third week, our UX/UI designers created multiple moodboards to explore various visual styles. After several iterations and feedback sessions with the client, we finalized a moodboard that perfectly captured the desired look and feel of the new site. This moodboard set the visual direction and ensured consistency across all design elements.



Weeks 4-5: Wireframing

With the visual style established, we moved on to wireframing. Our team developed detailed wireframes that mapped out the site's structure and layout. These wireframes underwent several rounds of feedback and iteration, ensuring that the design was both user-friendly and aligned with Anapaya's brand identity.



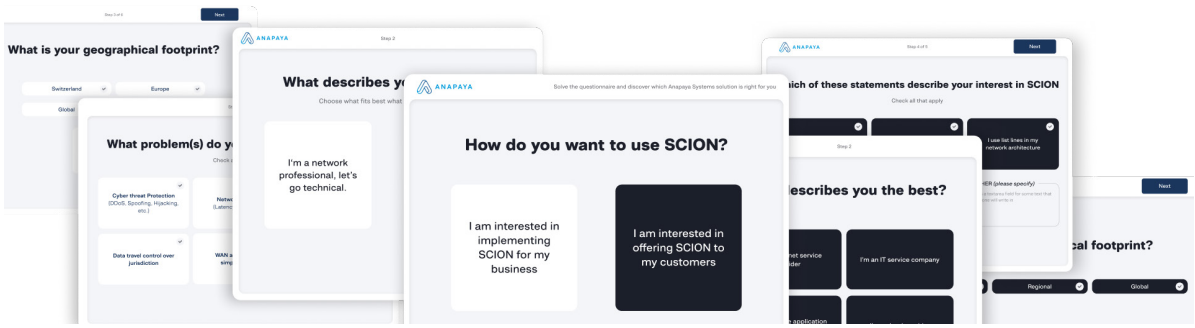
Weeks 6-14: Content, Design, and Development

We adopted an agile approach, breaking the project into one-week sprints. Each sprint focused on a specific aspect of the project, allowing us to manage tasks efficiently and adapt to any changes:

Content Creation
Our writers created engaging, SEO-friendly content tailored to Anapaya's target audience, using detailed user personas to address their specific needs.

Prototyping & Design
UX/UI designers translated the wireframes into high-fidelity prototypes, incorporating branding guidelines and elements from the moodboard.

Development
The development team built the website on HubSpot CMS, ensuring seamless integration and functionality.



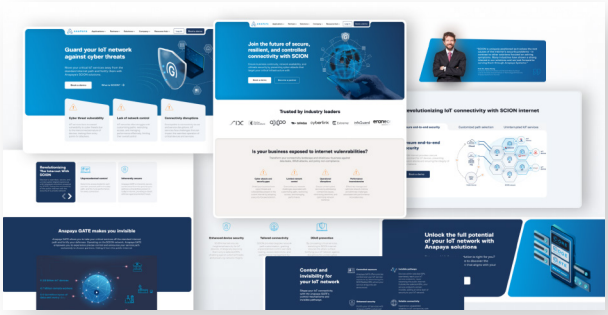
Throughout these sprints, we held weekly meetings with both our internal team and the Anapaya team to review progress, address any issues, and align on the next steps. This approach ensured that we stayed on track and met all project milestones.

Week 15: Testing

Before launching the new site, we conducted extensive testing to ensure all functionalities worked smoothly. This included usability testing, performance testing, and compatibility checks across various devices and browsers. Any issues identified were promptly addressed to ensure a seamless user experience and website relaunch.

Week 16: Optimization & Launch

The final week focused on optimization and launch preparations. We performed last-minute enhancements, fine-tuned SEO elements, and conducted pre-launch checks to ensure everything was in place. Once all the boxes were checked, we launched the new Anapaya website, marking the successful completion of the project.



Final Line

The revamped website significantly improved user engagement, with increased page views and longer session durations. SEO enhancements led to a notable rise in organic traffic for the most relevant keywords. The number of issues on the website was drastically reduced, enhancing site speed and overall reliability. Mobile performance saw improvements in functionality, speed, and user experience. Additionally, the clear, concise content, intuitive design, and increased accessibility made the site more usable for a broader audience. The new website now reflects Anapaya's industry expertise and resonates with its target audience, setting them apart from competitors and positioning them for continued success.

Client's Feedback

> We had the pleasure of working with A88Lab. on the redesign of our Anapaya website, and their expertise was outstanding. From the very beginning, they provided clear guidance and structure, ensuring the project stayed on track and aligned with our vision. Their proactive communication and collaborative approach made the entire process seamless, addressing any challenges promptly and effectively. Thanks to their professionalism and attention to detail, we now have a website that truly represents our brand and meets our goals. We highly recommend A88Lab. for their exceptional management and creative guidance.

Ivonne Cano-Hälg Chief Marketing Officer at Anapaya

A88 LAB.

Does Your Website Need a Revamp?

Get a free audit

A88Lab. is a full-stack marketing agency for B2B SaaS and tech companies. We help our clients get the most out of their marketing budget and specialize in building powerful, user-friendly websites on HubSpot CMS.

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