

# New Website Structure Increases Traffic 200%

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A CASE STUDY

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## BUSINESS SITUATION

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A Fortune 250 distributor of motion and control products wanted to increase traffic to its central e-commerce website. Over the years, several acquisitions had resulted in multiple business units with different websites in a mixture of markets and countries. Competing internal methods for organizing product content had presented specific challenges for the distributor:

- » Lack of a centralized e-commerce website hub
- » Varying standards for quality of product content
- » Product category overlapping

With duplicate work being performed and declining web traffic, the distributor decided to leverage Codifyd's software-enabled product content solutions to consolidate product content and reduce inconsistency.

INDUSTRY

**MOTION & CONTROL  
PRODUCTS**

PRODUCTS

**865,000**

## THE GOAL

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Codifyd encourages distributors take a customer-first approach to designing product content. Our priority was to make finding and buying products easy for customers, all the while keeping each business unit's goals, processes, and requirements in mind.

**Codifyd set out to achieve the following goals:**

- » Improve the quality, consistency, and completeness of product content
- » Create harmonized data models across business units
- » Improve site search to provide more relevant products to customers

## THE CHALLENGE

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Each business unit had their own requirements for organizing product content, which led to overlapping product categories. This resulted in duplicate content that was also inconsistent, incomplete, and hard for customers to find.

## THE SOLUTION

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To improve product findability and increase traffic to the distributor's website, Codifyd set out to:

### PUT THE CUSTOMER FIRST

With multiple business units that have different needs, it's important to organize product content in a way that serves the business unit's core customer. Keeping the focus on the customer reduces internal disagreements and inefficiencies.

### GET RID OF WASTE

Choose a central place to house similar products. Remove duplicate categories that cause customer confusion and frustration, as well as create extra internal maintenance work.

### CREATE BEST PRACTICES

Establish a standard for gathering, organizing, and maintaining product content that is repeatable and scalable.

## THE RESULTS

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200 percent increase in traffic to the central e-commerce website



Reduced number of product categories from 61 to 17



Achieved organization agreement from all business units on new product category structure

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