



CASE STUDY



WEBSITE DEVELOPMENT AND SEO

Metabolix

Website Development and SEO



Metabolix is an innovative bioscience company providing ground-breaking solutions in sustainable and biodegradable products. Metabolix's products fall into three categories: biopolymers, biobased chemicals and crop-based technologies. When Metabolix was planning to release their newest biopolymer product B5008, the alternatives to traditional single-use plastic bags have seen a steep increase in demand as bag bans are becoming more widespread in Europe, Canada and the US. Metabolix wanted to gain online visibility for their company as a whole while sparking interest in their newest product line.

Metabolix approached inSegment for the redesign and development of their website. Metabolix wanted their website to more accurately reflect their landmark work in the biotechnology sphere and highlight their award-winning products and research. Metabolix also wanted their website to function as an effective lead generation tool which meant expanding their online presence through an integrated SEO (Search Engine Optimization) program.

Goals

- Improve the site's aesthetic look and feel to better reflect the company as a whole
- Increase online customer acquisition and streamline the lead management process
- Improve the site's SERP (Search Engine Results Pages) rankings
- Enhance visitor usability through clearly defined conversion paths
- Build an easy-to-use backend for simple content management

Execution

inSegment's first step was to conduct an in-depth due diligence and discovery process in order to gain an understanding of Metabolix's audience, products and competitive landscape. Through meetings and discussions with Metabolix's internal sales team inSegment learned that Metabolix has two very specific target audiences: converters and brand owners. When generating traffic and leads inSegment had to be very mindful of the fact that Metabolix was focused on capturing the attention of these target audiences in particular. inSegment knew that the site needed to be robust while still being easily editable from the back-end, in the end the flexible Drupal Platform was chosen for the new Metabolix site.

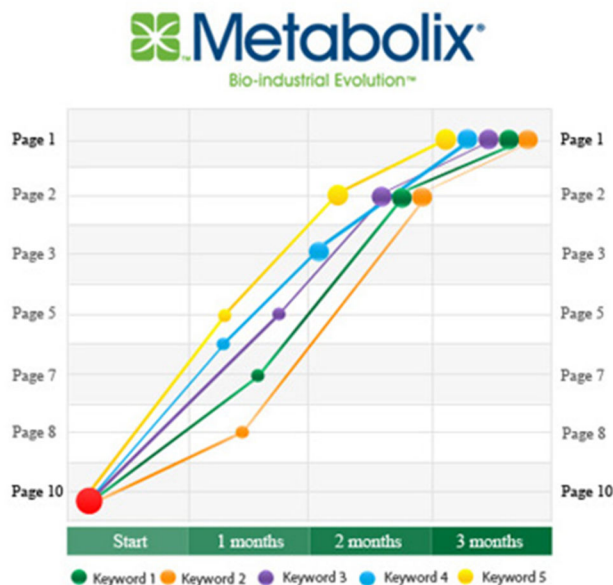
inSegment Results:

When creating the Information Architecture for the site inSegment constructed conversion paths tailored to the two market segments of converters and brand owners. In the biotechnology industry data is the key selling point, therefore, performance metrics and product downloads needed to be easily accessible throughout the site. inSegment had to balance the abundance of technical statistics and product assets with the sleek, clean aesthetic that Metabolix was looking for.

Assets and product selling points were highlighted at critical points along the visitor path without sacrificing the modern, above the fold design. The result was a beautiful, modern website that was rich in information, drove conversions and was easy to navigate and maintain.



Gaining website visibility was a primary goal of this project. Therefore, on-page optimization drove the content creation for the new Metabolix website. Within the first month Metabolix was appearing on the first and second pages of SERP results for a number of key industry terms. inSegment continues to generate positive, sustainable SEO results for Metabolix.



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