

# Increasing Web Traffic with Innovative UI/UX Designs and Search Optimization

## Client

The client is America largest media company which owns several hundred high traffic websites related to classifieds, contests etc; relying on advertising as a primary source of revenue.

## Challenges

- Few of the client sites, *ClassicCarsForSale.co.uk* and *Iro.com* were constantly behind the search rankings compared to competitors, despite heavy efforts to make it to the top.
- The older version of the sites weren't user friendly to browse through the classifieds. They were not responsive.
- The challenge was to get *ClassicCarsForSale.co.uk* to the top of the search rankings and at the same time develop a new interface which is easy to browse and also responsive by design (standardizing UX on all devices).

## Solution

- Navtech developed a brand new application with a refreshed UI which loads the pages in near split second.
- All the pages are heavily search engine optimized with world-class HTML semantics and CSS.
- The application used advanced caching techniques which auto updates with latest changes intelligently.

## Technologies & Platforms

### BACKEND



### TOOLS



### CLOUD VENDOR



## Outcome

- Classic cars for sale engagement metrics increased by over 40% month over month.
- It now lists as the top search result in Google for the primary term "classiccarsforsale"

