Bacula Systems is the leading Enterprise Open Core backup and restore software company, combining Bacula's enterprise-class open standards software with first-class support and professional services. Bacula's HQ is based in Switzerland and the company has offices in Europe and America with partners all over the world..
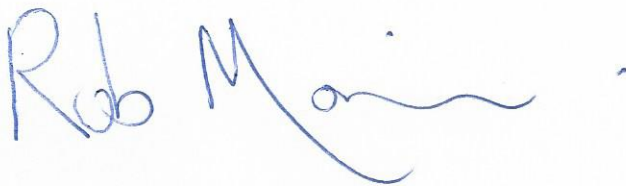
Bacula Systems needed a new, more modern website that offered a higher conversion rate, outstanding trial user experience, better integration with other corporate tools and services. The website had to be on Wordpress platform which is a corporate standard, and rank better in Google and deliver more organic traffic.

Bacula Systems marketing team chose SpecialCase agency for creating the new website and its subsequent support, marketing integration, web analytics services and SEO optimization. The main objective of the project was to create a modern software company website, optimize it for Google and Facebook to get more traffic and leads and improve conversion rate.

During the project SpecialCase experts analyzed Bacula customer journeys and current user experiences, create new user interface and modern website design, optimized its speed on Wordpress platform, installed Google Analytics and integrated the website with our CRM and marketing nurturing tools. More importantly, SpecialCase experts helped us with security on Wordpress platform and also solved server spam/scam problems.

SpecialCase experts have shown themselves to be highly qualified professionals in the fields of UX development, web design, web development and online marketing, specifically internal SEO optimization. The agency took into account all the specifics of the client company with the attention to the corporate guidelines and deadlines.

We can definitely recommend SpecialCase agency as an especially reliable performer and partner in the field of web development and digital marketing.

Rob Morrison,
Director of Marketing
Bacula Systems