

VirtoSoftware is a professional team who designs and builds innovative SharePoint web parts and Office 365 apps and also provides SharePoint consulting and training services.

VirtoSoftware needed the new website to have a higher conversion rate, better UX and more up-to-date web design and SEO technical optimization in order not to lose organic traffic while transition to the new website platform. Our VirtoSoftware team chose the SpecialCase agency to complete these tasks.

The main objective of the project was to create an up-to-date website because VirtoSoftware has had the same platform and design since 2011. We needed to optimize the site for Google and Facebook to get more traffic and leads, and eventually improve our conversion rate.

During the project SpecialCase experts analyzed VirtoSoftware customer's journey and current user experience. The company decided to migrate from the old legacy CMS to Wordpress platform because SpecialCase team demonstrated how it will work during a free proof-of-concept project.

Moreover, SpecialCase experts installed Google Analytics, saved all the tracking codes and integrated new website with CRM and marketing nurturing tools. SpecialCase team also helped with the personal login area for the clients on the site.

As a result of the project VirtoSoftware received the high-quality website that meets high technical, marketing and SEO requirements, client area on the website deeply integrated with company's infrastructure and also some strategic recommendations for attracting traffic and further SEO optimization.

Our project is a success, and we are a satisfied customer of SpecialCase agency. We are pleased with the high-quality and efficient work in web development and digital marketing, and we highly recommend SpecialCase as a reliable and responsible partner.

Megan Pennie

Director of Marketing,
Virto Commerce