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Site Redesign Improves Demos by 93%

...plus UX, Branding, and Site Speed

Hot Docs
Software Automation Systems

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Introduction

HotDocs provides compliance document automation software that makes it easier for businesses like law firms to create documents with its simple template authoring tool. The software allows users to remain legally compliant while saving time. HotDocs reached out to WebMechanix for a website redesign through its parent company, AbacusNext, an ongoing WebMechanix client.

34.29%
conversion rate improvement

14.1%
increase in organic traffic

92.86%
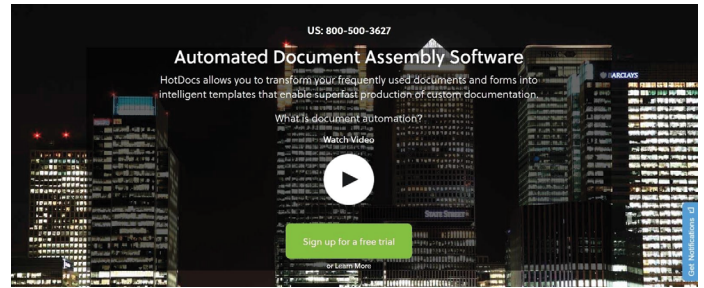increase in form submissions

Discoveries

As a true extension of the HotDocs team, WebMechanix communicated with the client along the way to ensure that all changes aligned with their needs. Thanks to the development team's hard work, the new site achieved a GTmetrix page speed score of 96% (A).

As compared to the previous period of 10/5–10/17, the period after the redesign (10/18–10/30) saw a:
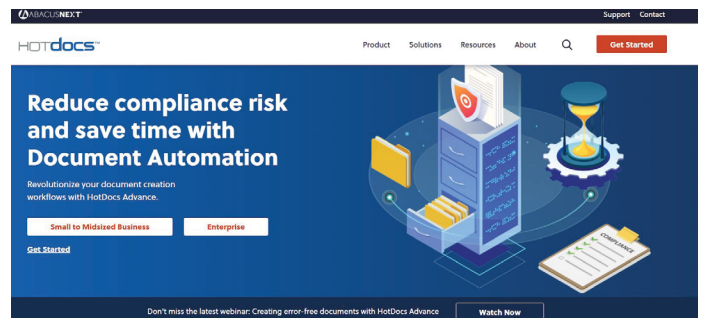
- 51.43% increase in form submissions for the demo request.
- 34.29% conversion rate improvement for demo form submissions.
- 14.1% increase in organic sessions.
- 92.86% increase in demo form submissions generated from organic traffic.

Translation? There was a substantial improvement in HotDocs's reach and conversions—more people find its site every day and sign up for demos. That leads to increased brand awareness and business!

How We Did It

WebMechanix's design team initiated interviews with the company directors to understand:

- what they liked and disliked about their site
- their unique value proposition
- their competitors
- the customers and their reasons for buying

The team used this information to improve design and copy. These changes helped visitors better understand how HotDocs can solve their problems.

The parent company wanted to maintain consistent branding for subsidiary websites. So, we created a reusable site design.

The new font and colors are inviting yet sophisticated, giving the brand a modern look and improving readability and trust.

WebMechanix's SEO goal was to minimize traffic loss from the redesign. To that end, our SEO team rewrote and expanded upon HotDocs's existing content.

The development team had to build a highly customized, streamlined, and ultra-fast website. This project was going to be intensive.

After months of work, they delivered a website that let HotDocs easily edit anything on any page while retaining branding and design.

The Bottom Line

Our efforts brought tangible results, including a 93% increase in demo submissions from organic traffic and a 34% increase in conversion rate. This redesign will improve their online sales.

The HotDocs redesign project was a team effort. WebMechanix improved the client site's UX, SEO, design, copywriting, branding, ROI, site speed, security, and content management. Unlike premium themes or page builders, our solutions consider various factors that lead to a better client and user experience.

Best of all, the site is future proof and can easily adapt to changing trends and designs over the next decade or so.

Contact us:

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or visit

webmechanix.com

for more information