



truglaze.co.uk

OPENING DOORS TO ONLINE SUCCESS

TRUGLAZE WINDOWS

Truglaze are a family-run glazing company operating throughout the home counties, with an honest reputation in quality workmanship.

After commissioning Deuce to build them a basic mobile-friendly website back in 2012, Truglaze once-again approached Deuce to build them a contemporary new website that would reflect the growth of the business, with a modern new showroom and an expanded product range.

increase in avg. session duration

103%

decrease in bounce rate

53%

increase in time on page

23%

CHALLENGE

With the growth of their business and a move to a modern new showroom, Truglaze felt that their previous website no longer reflected the status of the company as one of the leading glazing companies in the area, with an expanding product range that included several innovative new products within the market.

Truglaze wanted a contemporary new website that would set them apart from the 'nationals' and showcase both the product ranges on offer as well as previous installations.

The new site needed to have the 'wow' factor and generate new leads through enquiry conversions. It also needed to work well on mobile devices.

PROCESS

Our team began the development process by reviewing the entire content structure. We made recommendations on which sections to include to engage visitors and which to edit out to ensure a streamlined and digestible site that encouraged potential customers to start their journey to making a purchase.

From there we moved to the wireframe stage of the website, followed by the design and build.

SOLUTION

A modern, responsive website with a higher focus on products and usability. Full-screen lifestyle imagery to inspire potential new customers and present their product ranges in the best light. A 'behind the scenes' video with customer testimonials to introduce their team and give insight into their process and service quality.



RESULT

In the first three-months after launch, the new site saw a 103.43% increase in average session duration, a 52.92% decrease in bounce rate and 23.45% increase in time on page in comparison to the same period in the previous year.

FEEDBACK

"Can't stop smiling, so happy with the website!! Massive thank you to the team who have clearly worked hard on it. Thank you!" - Rob Gaunt, Director