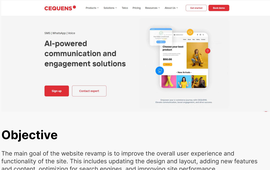
CEQUENS

CEQUENS is a global communications and engagement solutions provider, helping organizations communicate efficiently and reliably



Objective

The main goal of the website revamp is to improve the overall user experience and functionality of the site. This includes updating the design and layout, adding new features and content, optimizing for search engines, and improving site performance.

Success Matrices

1. Time on page: The average amount of time visitors spend on the About page, indicating how engaging and relevant the content is.

2. Bounce rate: The percentage of visitors who leave the website after viewing only the About page. A lower bounce rate indicates the page is effectively keeping visitors engaged and on the website.

3. Pageviews: The total number of times the About page is viewed, indicating the level of interest visitors have in learning more about the company.

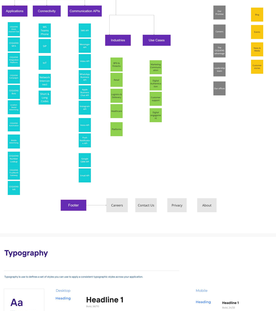
4. Conversion rate: The percentage of visitors who take a desired action, such as filling out a contact form or subscribing to a newsletter, after viewing the About page, indicating the page's ability to drive engagement and conversion.

5. Referral sources: The sources that refer visitors to the About page, such as search engines, social media, or other websites, indicating the page's visibility and reach.

6. Feedback and engagement: Feedback and engagement from visitors, such as comments, shares, or likes, indicate the level of interest and engagement with the page's content.

By tracking these metrics, we can assess the effectiveness of their About page and make informed decisions on how to improve it over time.

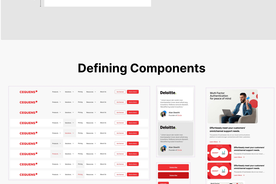
Started with creating site structure



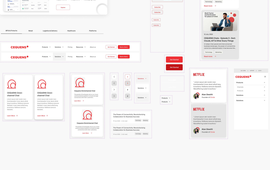
Typography

Typography is key to building a set of styles you can use to apply a consistent typographic styles across your applications.

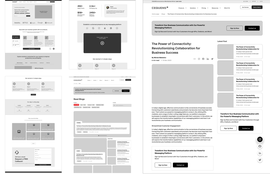
Stating Margins & Spacing



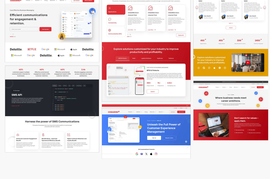
Defining Components



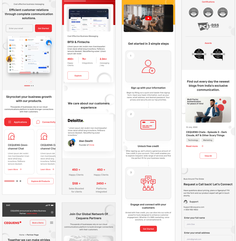
Wireframing



High Fidelity Designing



Mobile Responsive



Website Link: cequens.com

Thank You