

From Concept to Launch: Elevāt IoT's Website Revamp

Client: Elevāt IoT

Industry: Software as a Service

Opportunity

Adam Livesay and William Hill co-founded Elevāt in 2015 to satisfy customer demand for an off-highway IoT platform that delivered real-time asset management. They saw the pressing need for a cloud-based IoT solution to help off-highway equipment manufacturers monitor and manage their machines.

After nearly 10 years in business, the Elevāt team recognized the need for a new website to reflect their complex business offerings and position them for continued growth. The request followed work Kinetic had done earlier in the year to develop and refine compelling brand messaging for Elevāt.

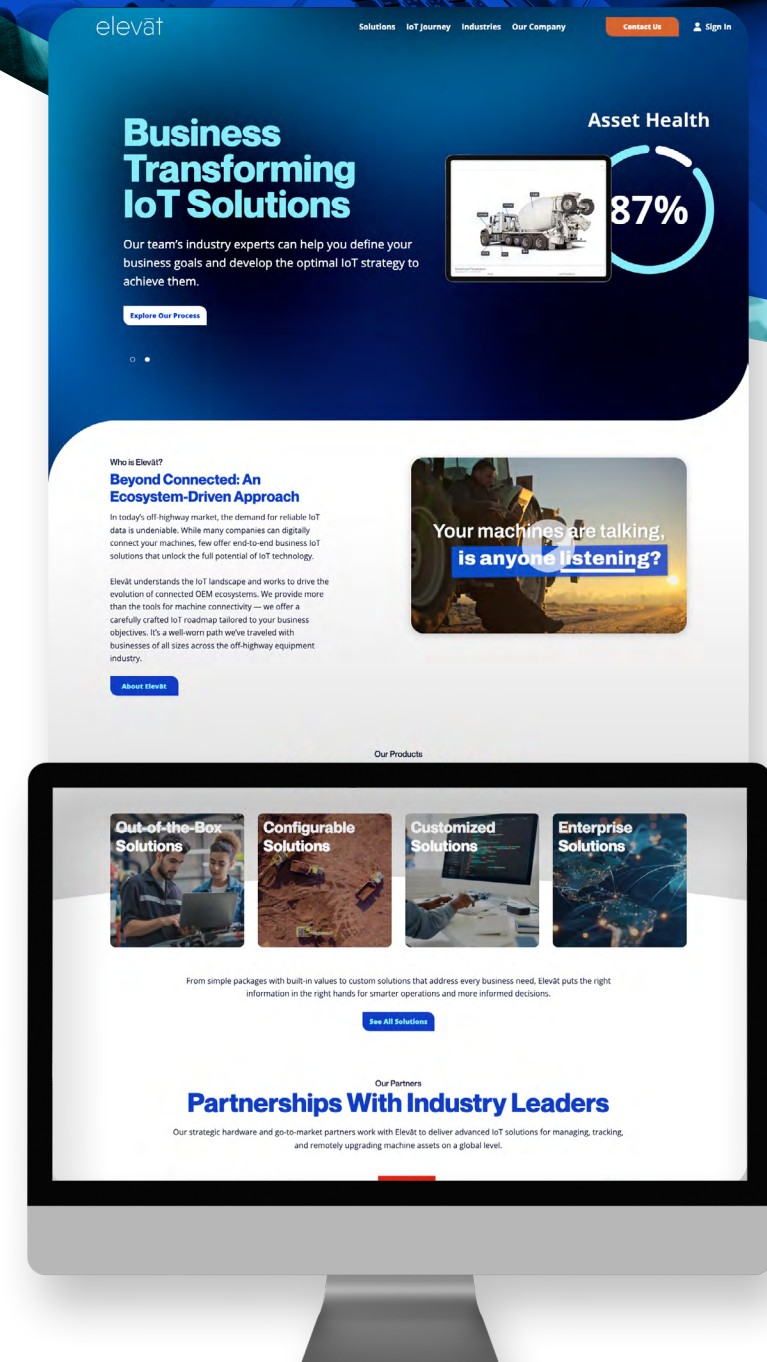
Kinetic started with a thorough review of the current site to document domain authority, site health and SEO performance. Once the baseline was established, we held a thorough discovery with Elevāt specific to the needs for the new website.

Actions:

The goals we identified included:

- Updating the design, brand messaging and company positioning
- Removing confusing navigation and updating to a mobile-friendly design
- Positioning Elevāt as the go-to experts in the field with reworked solutions and industry pages

The Kinetic team focused heavily on user-centric design and overall UX, improving user flow throughout the site. Site structure and cross-linking reflected the dynamic company's expansion to highlight a national market positioning.



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Results:

Kinetic worked closely with the Elevāt team to develop site content and graphics that reflect Elevāt's updated branding and appeal seamlessly to mobile users. We reorganized the navigation to streamline the website structure, eliminate sprawl and simplify the user journey, making information easy to find.

The new website positions Elevāt as an industry leader poised for growth in a rapidly evolving market. The contemporary design aligns with Elevāt's revitalized brand identity with a high-tech yet approachable look and feel.

Strategy-Based Web Design Services:

Kinetic does so much more than build websites. We create a digital home for your brand that is optimized for your audience and industry. We dig deep into who you are and what you do to create a website that speaks to customers using the latest in user experience, SEO, CRO and design best practices.

We take a holistic approach to integrating the elements of SEO, best design, user experience, bulletproof coding, high-impact visual media and expertly written copy into a digital property that will serve your needs now and grow with your organization for years to come.



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The screenshot shows the top half of the Elevāt IoT Solutions website. The header includes the Elevāt logo, navigation links for Solutions, IoT Journey, Industries, and Our Company, and buttons for Contact Us and Sign In. The main heading is "Elevāt IoT Solutions". Below this is a section titled "Take the Risk Out of IoT Transformation" with a sub-image of a person working on a laptop. The "Our Products" section features "Flexible IoT Solutions" with a sub-image of a hand pointing at a screen. Below this are four columns of product categories: "Out-of-the-Box Solutions", "Configurable Solutions", "Customized Solutions", and "Enterprise Solutions", each with a brief description and a "Learn More" button. The bottom section is titled "Cummins Integration" and features the Cummins logo and a list of features.

The screenshot shows the top half of the "The IoT Journey" website. The header includes the Elevāt logo, navigation links for Solutions, IoT Journey, Industries, and Our Company, and buttons for Contact Us and Sign In. The main heading is "The IoT Journey". Below this is a section titled "Delivering on the Promise of IoT" with a sub-image of a meeting. The "The Rising Tide of IoT Innovation" section features a sub-image of a hand pointing at a screen and a list of benefits: "Reduce Operating Expenses", "Increase Uptime", "Streamline Operations", "Maximize Productivity", "Maximize Profits", and "Enhance ROI". The bottom section is titled "Deliver Value and Innovation" and features a sub-image of a person working on a laptop and a list of benefits: "Enhance Customer Value" and "Deliver Advanced Innovation".