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.
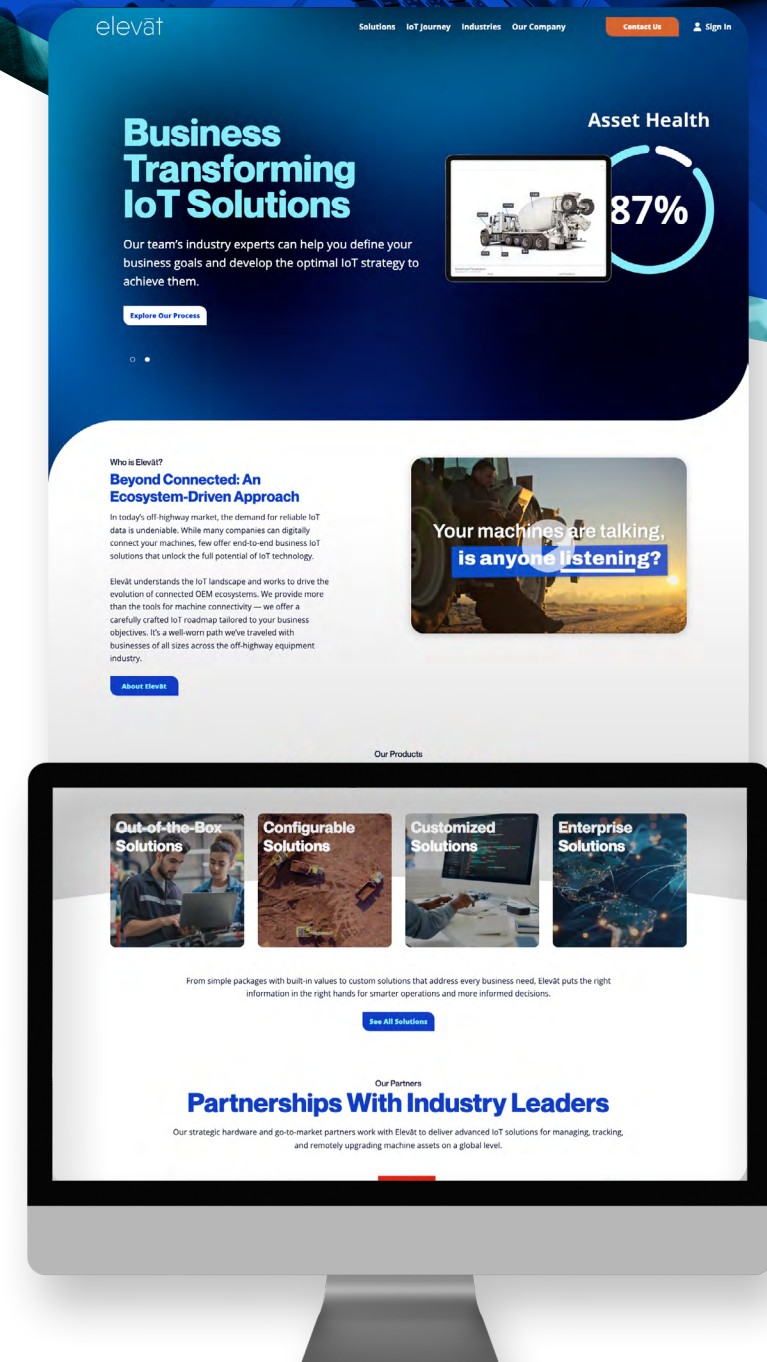
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Results:

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.