



### Case Study:

#### Jervis B. Webb Company Deep Discovery & Website Design

// Executing the Deep Discovery process across diverse departments guided the development of a website that caters to a wide variety of audiences and goals.

*The online rule of thumb is simple: design content that clearly states your message and creates an immediate connection to your audience. Scaling that principle out to address a variety of audiences, corporate divisions, product lines, and industries is a complex task that requires careful planning. Jervis B. Webb used the Deep Discovery Process to ensure that their new website would cater to the unique needs of each division of their organization.*

-Chris Spiek | AWS Managing Partner

#### Business Goals

Before beginning the redesign process, Webb worked with Awecomm Web Strategies to carefully determine the goals of the site:



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- Ensure that each division’s message was correctly matched with the industry that they serve.
- Allow for the simple management of content through the use of a Content Management System (CMS).
- Develop an ecommerce system to allow customers to purchase items and replacement parts online, thus creating a new direct revenue stream for the organization.

#### Strategy

The cross-divisional Deep Discovery Process included meetings between AWS Web Strategists and members of each Webb division including individuals in sales, marketing, and leadership roles.

Before the site was architected, information was assembled about the buying process related to each industry and service offering. Because potential customers could range from engineers, to business owners, to plant managers, content was carefully constructed that could related easily to each persona.



Information was gathered that allowed AWS to properly plot each division’s target audience and their unique needs, as well as the competitive landscape. The new site was architected to allow users from various industries (Automotive, Food & Beverage, and Manufacturing for example) to easily find information that related directly to their business.

Due to the complex nature of the offering, deep product information is provided, along with industry-specific case studies that act as supporting information and aid in the conversion process.



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### Innovation that stands the test of time

Since 1919, Jervis B. Webb Company has provided innovative solutions that have become the gold standard in the industry. Our roots began in the automotive industry when Jervis B. Webb adapted the forged rivetless chain conveyor for the automotive industry. This single product revolutionized mass production and changed the way automobiles would be manufactured for the next century.

This same innovative thinking has made us leaders not only in automotive material handling, but also in airport baggage handling systems and in advanced technology such as automatic guided vehicles, which we call our Smart Systems, for the manufacturing and warehousing industries.

◆ [More about Webb](#)

### What's New

ACI-NA Annual Conference and Trade Show

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FIN-X 07 Conference and Exposition

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See Webb's Automatic Trailer Loading Vehicle - SmartLoader - and Automatic Guided Cart - SmartCart

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When It Comes to the Family Business, She's On Top of It - Oakland Press

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\$18 Million in Florida Airport Projects

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### Results

Awecomm's integration of an online shopping cart and creation of a Pay-Per-Click advertising campaign has led to the development of a new, online, positive-ROI revenue stream for Jervis.

The integration of the custom Content Management System (CMS) allows the Webb marketing department to update the copy on the website in minutes instead of weeks.

The search-engine-friendly architecture that resulted from the Deep Discovery process, along with ongoing search engine optimization efforts have led to drastic increases in search engine rankings, including product pages (ranked in position 1 to 5 for major keywords), and industry-related pages (increased from rankings beyond 200 to the top 20 in under two months).