



Wellspring Digital

Integrity · Transparency · Results

CASE STUDY: OMEZA - Web Development

Better UX and Blazing Fast Speed: New Website for a Pharma Company



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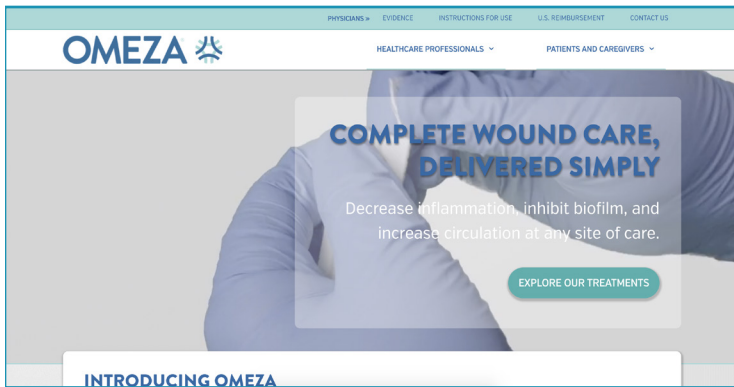
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New Website: Better UX and Blazing Fast Speed

CLIENT: Omeza
WEBSITE: www.Omeza.com



Omeza is a pharmaceutical client and a disrupter in the chronic wound care space with an innovative range of Omega-3 treatments for use by medical professionals.

THE CHALLENGE

- Migrate an old website with very poor User Experience (UX) to a new, Mobile-friendly platform.
- Preserve SEO value from the old website and improve the state of onsite SEO for the new.
- Create a web experience to cater for both medical providers and patients and not just one subset of caregivers.

THE SOLUTION

Upon engagement we conducted a full website audit on the existing website, OmezaPro.com capturing all existing URLs whether Indexed or not by search engines.

Keyword research and competitive analysis was also conducted, but this had to be augmented by sentiment analysis due to the “Blue Ocean’ nature of the innovative products.

In collaboration with the Client marketing and sales teams, and the external Public Relations agency engaged by the Client, Wellspring Digital led the formation of a new navigational structure and website hierarchy.

In addition, a Content Gap Analysis was conducted which identified areas of opportunity for the Client in messaging upon the new website.

Finally, by using 301-redirects of the old website URLs mapped to the new website structure, Wellspring Digital not only maintained SEO value but dramatically improved it by using an SEO-led web development process.

THE RESULT OF CLIENT SUCCESS

Speed and User Experience have been greatly improved with the new website, which is also fully loaded with functionality, clocking in at a fraction of a second (572ms) compared to the unloaded old website at 1.4s.

“We tasked the Wellspring Digital team with combining two sites without 404’s and create a site that would drive our SEO. They not only did it quickly, but they were in constant communication with us so that we were never in the dark.”

Lindsay Osburn, Marketing Manager

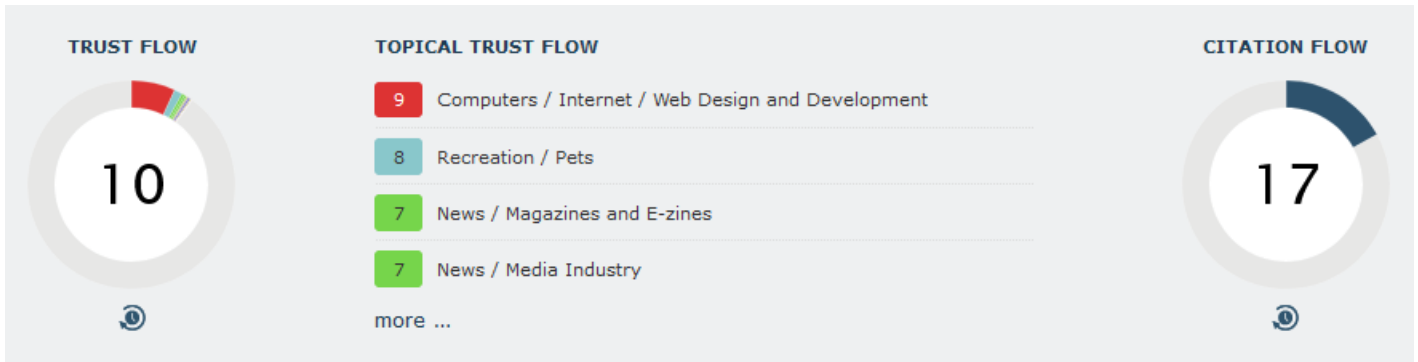


SEO Value Has Been Preserved and Enhanced: by using an SEO-led approach to the development of the new website, and by effective mapping of 301-redirects to the new page structure together with a superior content clustering strategy, we have significantly improved SEO readiness:

OmezaPro.com – Old Website



Omeza.com – New Website



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