



PROJECT IN SHORT

Content Management, SEO, Feedback & Reporting, Mobile Localized Website Creation, Functionality Check

PROJECT DESCRIPTION

The IST@ease team takes care of the daily online presence of Watkins HotSpring® for the European websites. In close collaboration with HotSpring®,

IST@ease keeps the websites up-to-date. The forms, which are quite important for this customer as they are lead funnels, are being checked and controlled for quality assurance several times a week. Requests on creating/updating promos and new web pages are directly being implemented as they are sent to us. The websites are being optimized and monitored for SEO purposes. Monthly reports are generated and new actions are being taken to reach the goals. The European versions of the mobile websites are being developed and maintained.

MAIN CHALLENGES

The HotSpring website requires short turnaround times in response to requests and deep knowledge on back-end coding even though we have not been responsible for building the website. IST@ease ensures this by having a variety in discipline as team members, which can be scaled up and down when necessary.



*"Do what you do best
and
outsource the rest."*

Tom Peters

Our team with a multilingual approach does manual quality checks on websites with different language options and optimizes them for better content and SEO. This leads to improvement in the SEO ranking and direct influences on the returning visitors to the site.

The creation of a clean mobile website out of such a multi-page website proves to be hard. These many pages clutter the mobile display and needs trimming on what is important and what should show up first.

IST@ease lays down its expertise by giving out solutions to Watkins, working in tandem to achieve the goals of their online strategy.