Satellite.

Design
Digital
Marketing

Case study:
APS Specialist
Vehicles website

A little bit about APS

APS are an established and award-winning supplier of specialist vehicle servicing, maintenance and body work, at affordable prices.

They also offer the sale and purchase of vehicles ranging from family hatchback to sports, prestige and classic cars, with a focus on the VW Audi Group.

We go way back...

• 2017, APS offer vehicle servicing and we're asked to build their first website, **autops.co.uk**

• 2018, APS expand into vehicle sales and we build them **apsspecialistvehicles.co.uk**

• 2019, APS continue into vehicle bodywork and we add **apsmerlin.co.uk** to the line-up

APS INDEPENDENT EUROPEAN CAR SPECIALIST

APS SPECIALIST VEHICLES

APS MERLIN BODYCRAFT

The brief

In true fashion, 2020 rolled around and APS were itching for their yearly website fix. This time it was to expand and improve on their vehicle sales site, apsspecialistvehicles.co.uk.

Problem

This website's main function was to list and showcase a variety of vehicles that APS have on sale. Requiring a lot of image heavy content which can significantly impact a website's load speed. APS were keen to maximise the speed of the site whilst not compromising the quality of the images used.

The site was originally built using WordPress, which served it's purpose at the time, however, as web standards and the client's needs change, so did the need for more advanced technologies.

Challenge

• Rebuild the site to maximise site speed

• To optimise images to allow high quality photography to be used without impacting site speed

• Integrate the existing database of vehicles, to prevent the client from having to re-upload.

The solution

As a matter of course at Satellite, we are continuously testing new development tools and languages to identify the best solutions to our clients needs.

Over the past few years we have been training in React, an advanced development language, that allows us to build websites that are focused on high performance and security. We even used it to build our own site.

React was the perfect tool to address APS' needs, as it has the ability to pull content from multiple sources. Allowing us to simply integrate their current WordPress database, straight into the new site. This is an important feature to ensure the site is future proof, as it is not tied to one Content Management System (CMS) but instead is able to grow and develop overtime.

React benefits

Below are just a few of the benefits of building in React:

- Increased site performance/speed

- Progressive Web App, enabling users to save and access the site offline, as they would a mobile app

- Advanced image optimisation and rendering, allowing for high quality, high performant images

- Component based structure, creating repeatable components to speed up development time

- External data integration via API, permitting the integration of multiple data sources

- Static site structure, decoupled from the database, thereby increasing security.

The extras

During a project we're always on the look out to extend beyond the brief, to find those features and improvements that will help to achieve our client's business goals. Sometimes it's the small things that make a big difference.

Newsletter sticky CTA

To improve engagement and encourage subscribers, we updated their newsletter call to action into a sticky CTA, positioned for ease of use for mobile.
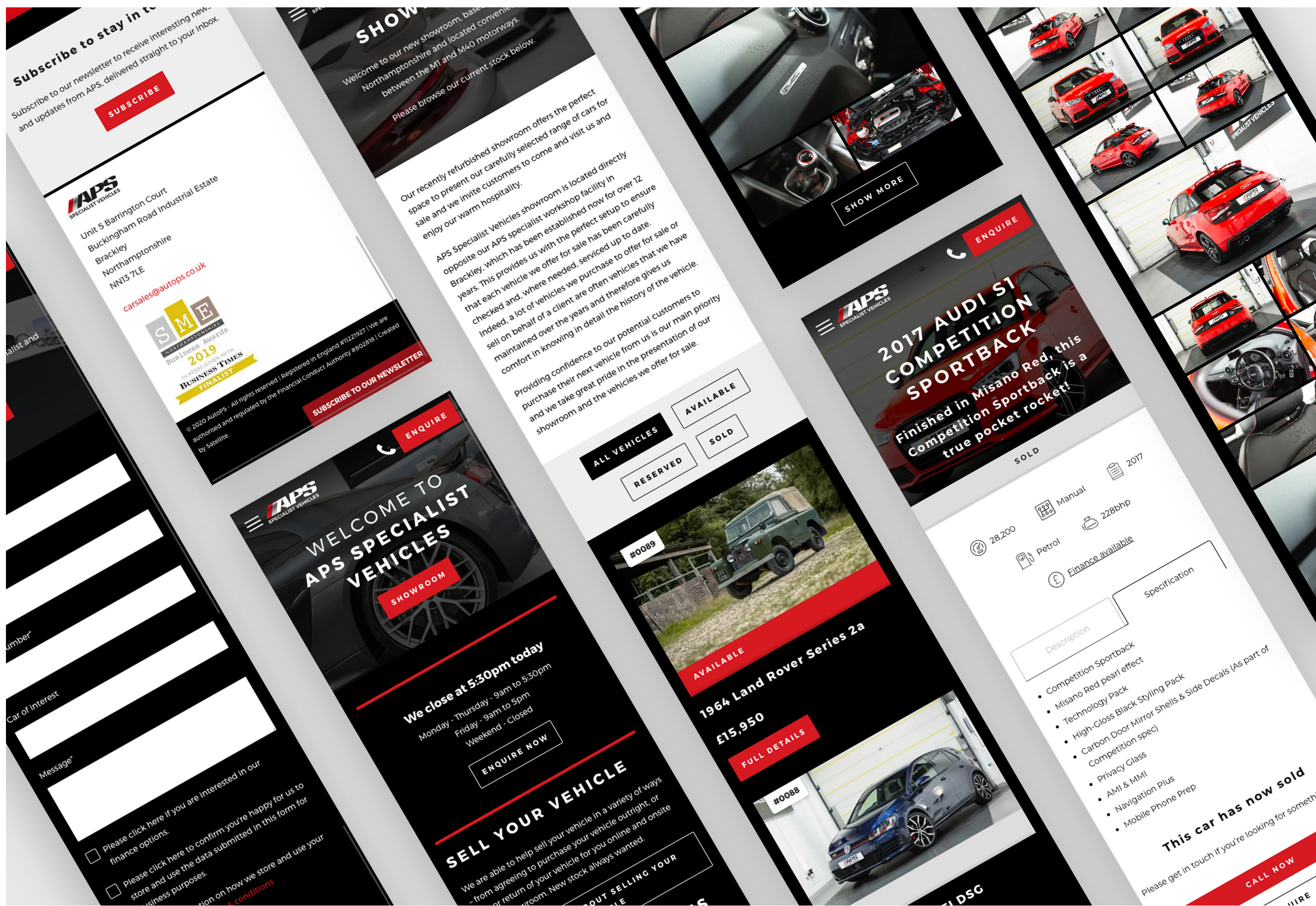
Pushing finance

We also recommended linking the individual vehicles to the Finance page, to ensure that prospective customers were aware of the purchase options open to them.

Case study: APS Specialist Vehicles website
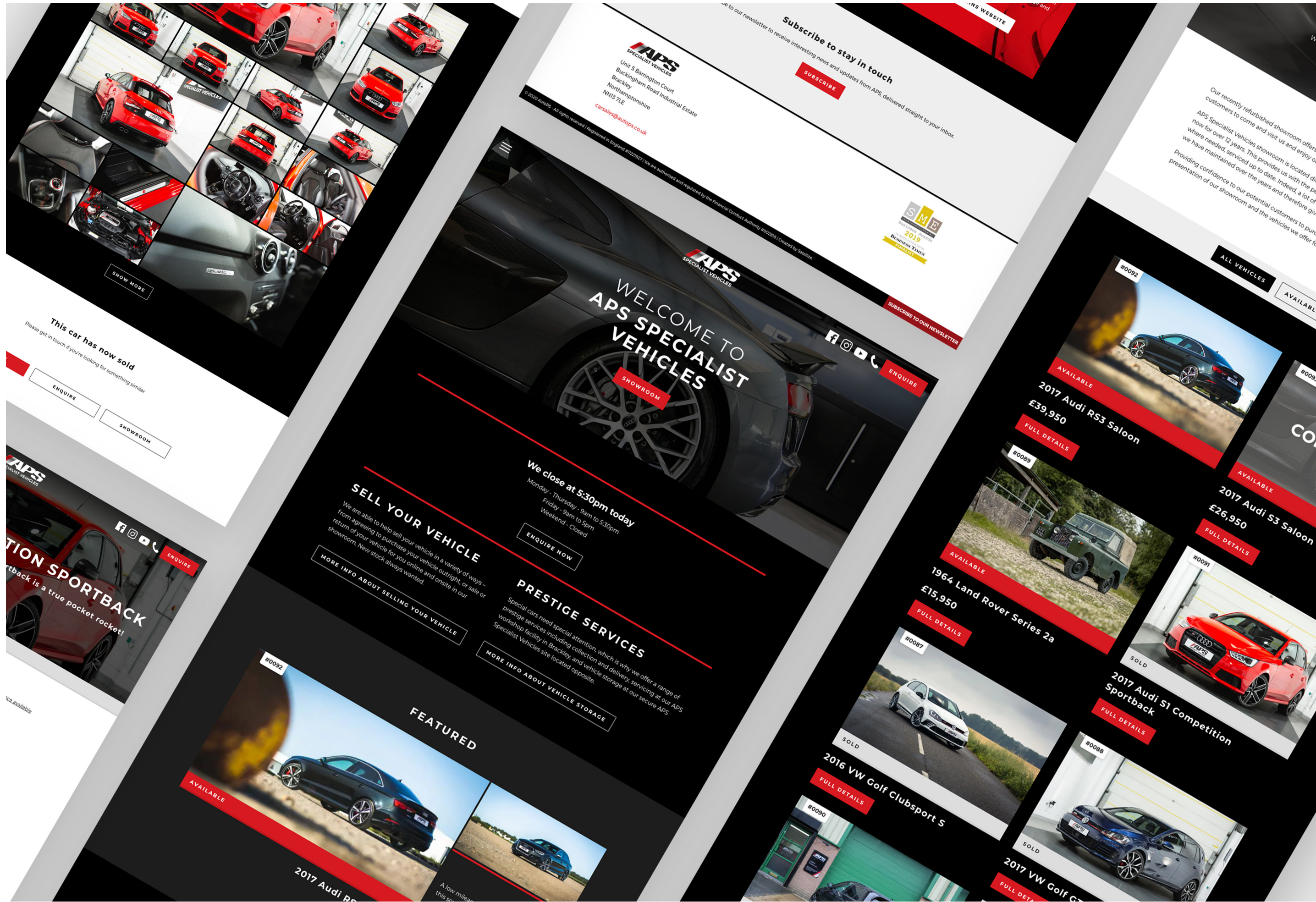
The technical analysis

In order to quantify the performance of a site, we use a number of industry standard tools. Below you can see how the rebuild of the **APS Specialist Vehicles** site performed.
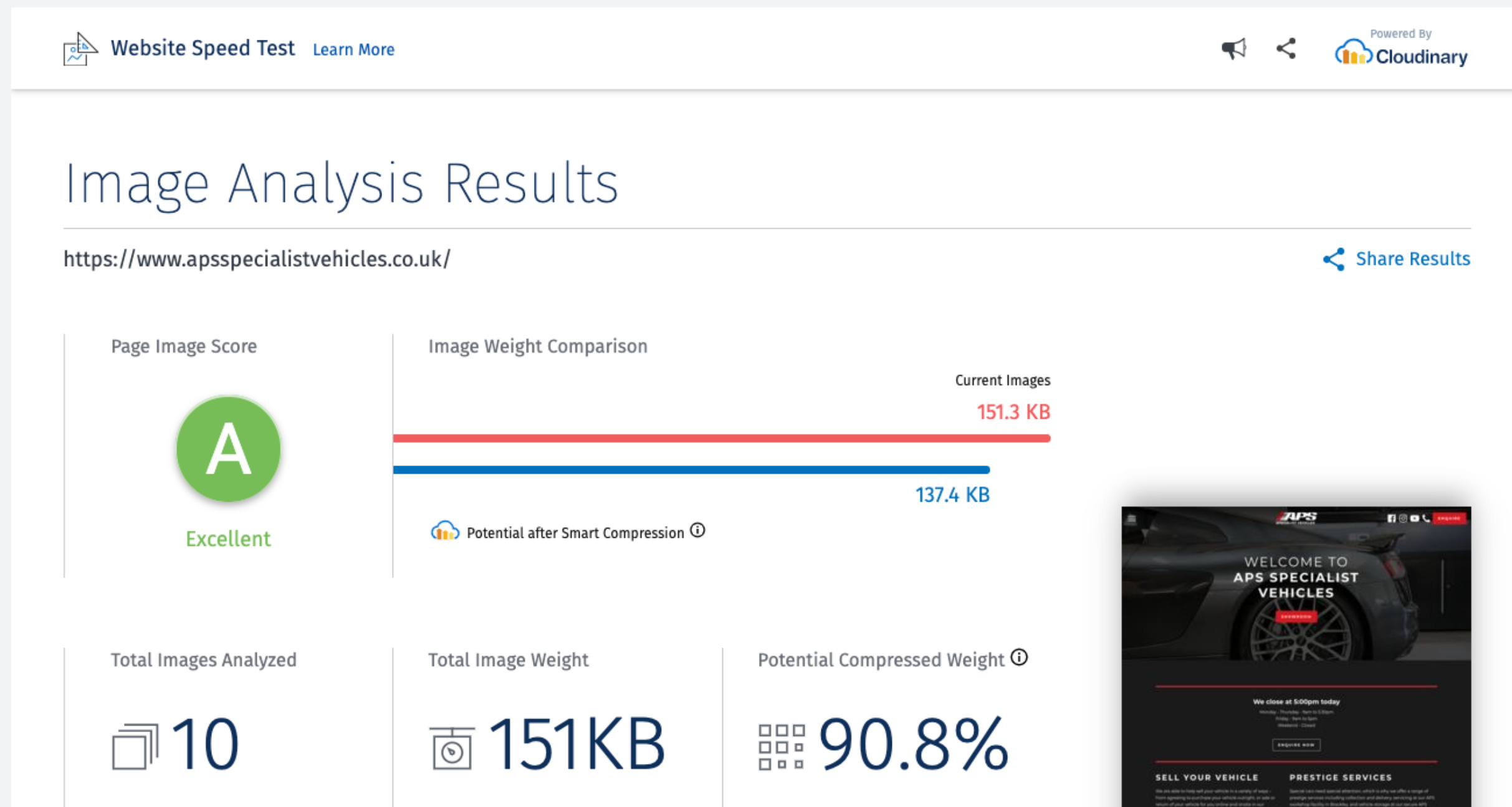
webpagetest.org

This tool gives a comprehensive audit of all aspects of the site, from security to load time.
After the rebuild, we were able to achieve A's across the board.
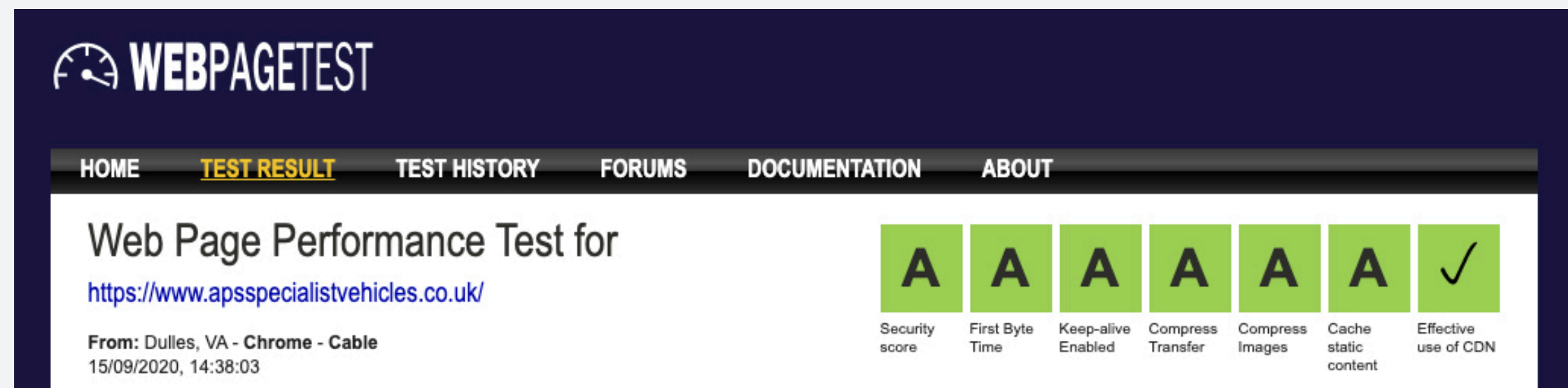
webspeedtest.cloudinary.com

This tool gives an analysis of the images used within the site. We were now able to achieve an A (Excellent) rating.

Google Lighthouse

This tool gives an analysis of the core aspects of a site that impact on user experience. We were able to achieve an overall performance of 95% as well as achieving 100% for Accessibility, Best Practises and SEO.
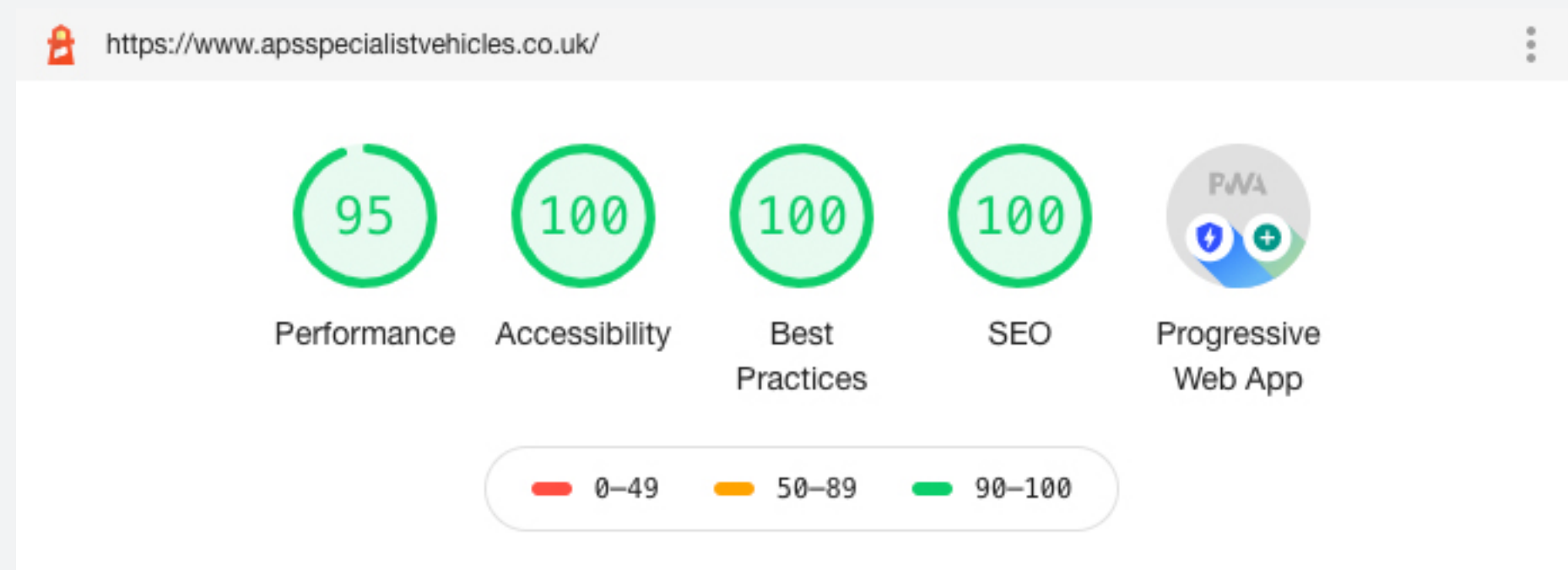
The results

The overall result of the work completed was a resounding success in achieving APS' goals, giving the user a much better experience. The initial load time has been significantly reduced as well as the subsequent page loads being almost instant.

The image optimisation improvements have meant the site can now serve high quality images, quickly. As well as utilising advanced pre-rendering techniques to display an SVG* representation of the images, immediately, before loading the full image. Improving the user experience on initial load.

This was reflected with immediate results in the period just after the launch, naturally showing the sharpest improvements in website traffic. The website bounce rate, at one point, was showing a massive improvement of 32%, with page views and sessions peaking at an amazing growth of 62%.

However, we know that analytics take time to play out, now comparing month on month the results still speak for themselves:

• Users increased by 5%, with new users increasing by 4%

• These users mostly came from organic search which showed a 15% uplift overall in users

• There were uplifts in mobile and desktop users, with the largest increase of 15% of tablet users

• Pages and sessions increased, with an average session duration increasing by 28%

• There was also an overall reduction in the bounce rate of 2%, an improvement that we'll continue to keep an eye on

• The sticky newsletter CTA has significantly increased users subscribing. 43 alone, between 14th -15th August.

* Scalable Vector Graphic

Interested in working with us?

We offer a wide range of services, from Design and Branding to Marketing services and of course Digital services.

Design and Branding

- Brand identity
- Art direction
- Brochure design
- Corporate stationary
- Merchandise design
- Direct mail
- Exhibition design
- Illustration
- Packaging design
- Photography
- Printed literature

Digital

- Website design
- Website development
- Website management
- Website maintenance
- Web and mobile app development
- Digital display
- Email templates
- Video and Animation
- SEO and Paid search
- Social design

Marketing

- Advertising campaigns
- Campaign management
- Copywriting
- Marketing strategy
- Media buying
- Presentation documents
- Print management
- Radio advertising
- Tender document production
- Social management

Get in touch

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Suzannah Palser
Account Director
suzannah@satellitecreative.com

01442 827768