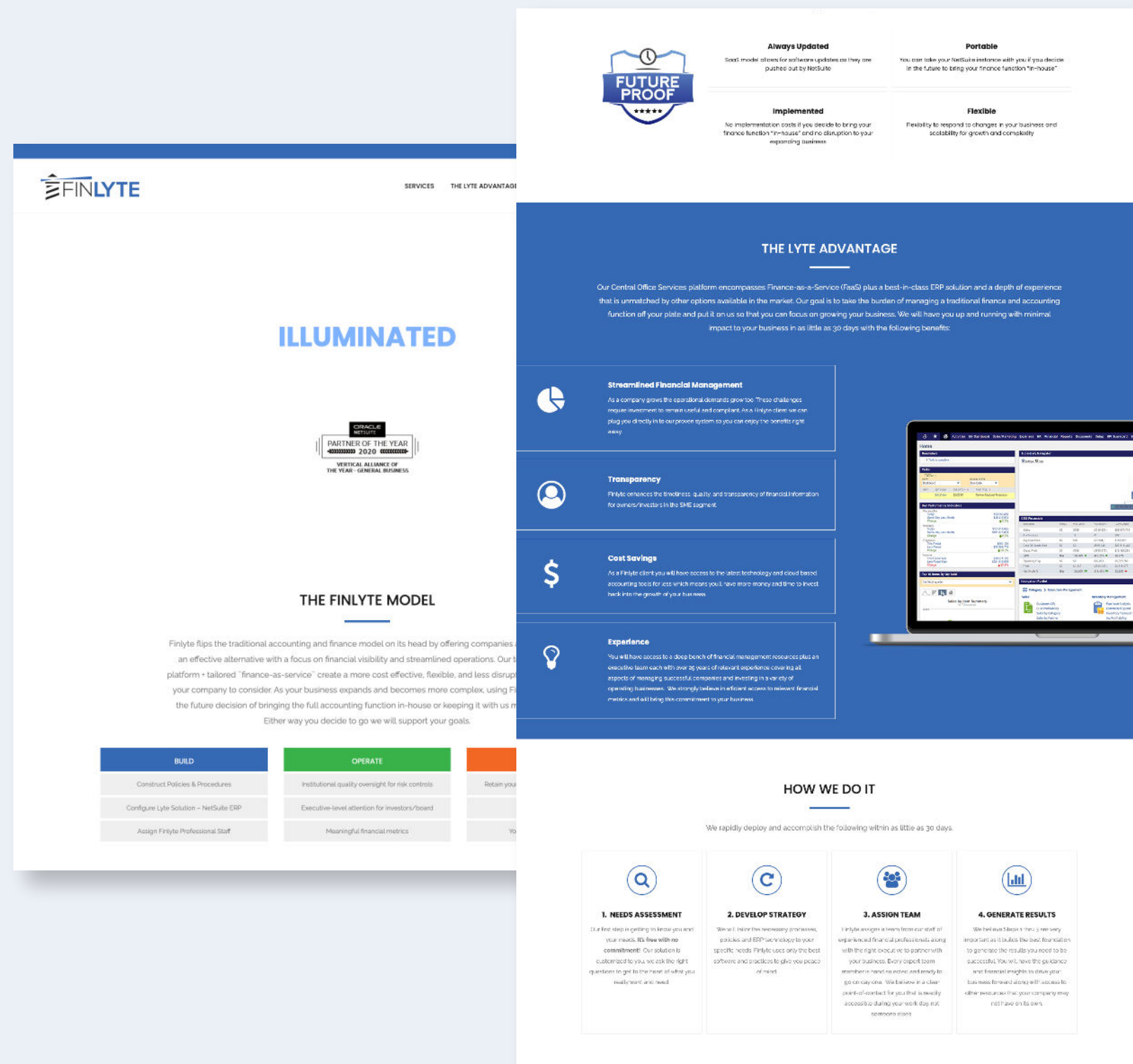# MARKETING REFRESH

IMPROVING CREDIBILITY AND SUPPORTING REVENUE GROWTH

Finlyte is a NetSuite implementation partner (twice named the NetSuite Partner of the Year) with customized solutions available for the healthcare and financial services industries. The leadership team needed to update the branding, content, and performance of the website to build credibility with their prospects and provide support for sales prospecting.

Previous Website

New Website

Clear CTAs

Clear presentation of the value proposition

Top blog ranks for **22** keywords

Overview of the deliverable and timeline to implement

The Results

803%
YOY **increase** in website pageviews

765%
YOY **increase** in organic website traffic

162%
growth in keyword rankings YOY

40%
increase in website leads driven by improved landing pages