



Presentation by Shebul Miah

Cimex.com homepage re-design
to increase sales and engage clients

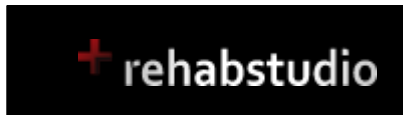
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Competitor Analysis

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Key competitor findings:

- Competitors have 'Approach page'
- All main navigations on the top
- Footer used for further company promotion
- Large top module used to engage clients
- Homepage sales and marketing copy
- Length of sites shorter
- Contact details placed in visible area

Site Audit

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Not enough contrast between foreground and background, hard to read and scan links.

The Image is visually incorrect, does not depict iPhone App.

'Subscribe by email' misleading label. Opportunity to promote other Social media eg. 'Facebook'.

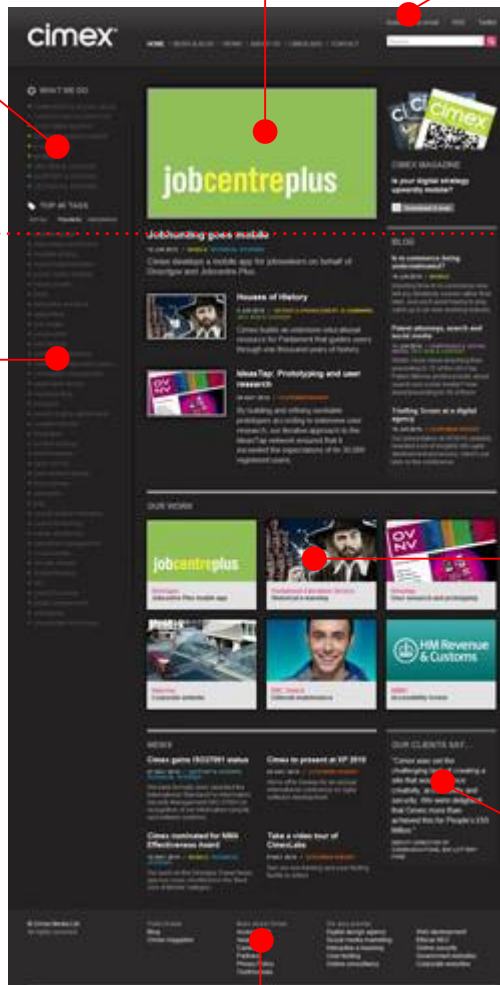
Below the fold: 1024 x 768px

Not very engaging cloud tag
Immediately can't tell what is most popular. Exhausted list of items.

Important features which could be above the fold to attract potential clients

Client testimonial below the fold and at a very low visibility area

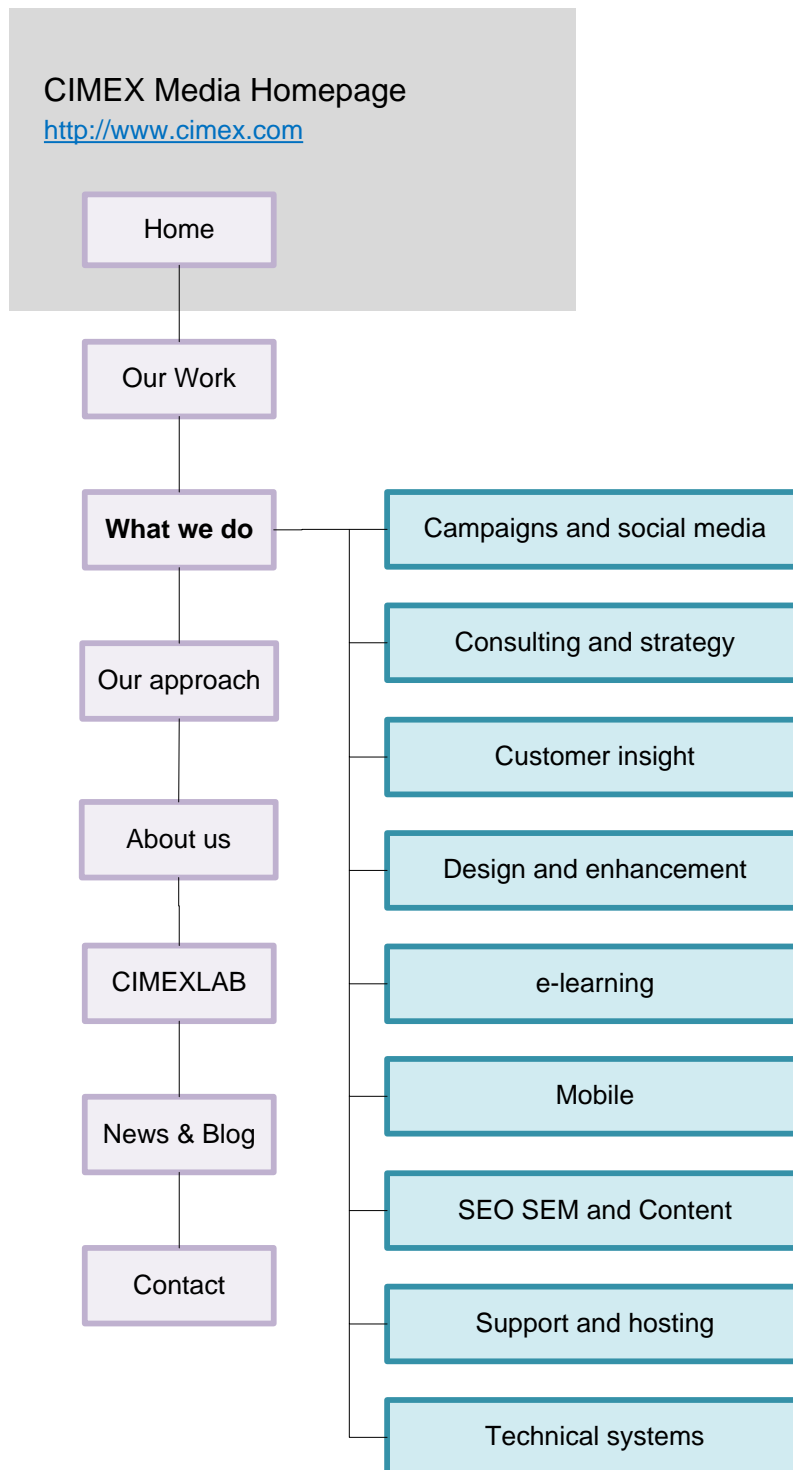
No hierarchy of information.
'Awards page' a small ink at the bottom



Navigation Flow Chart

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- New 'Our approach' page
- Label change 'Our Work'
- Hierarchy of top navigation changed



Homepage Wireframe

Tuesday, June 22, 2010

cimex®



Newsletter signup

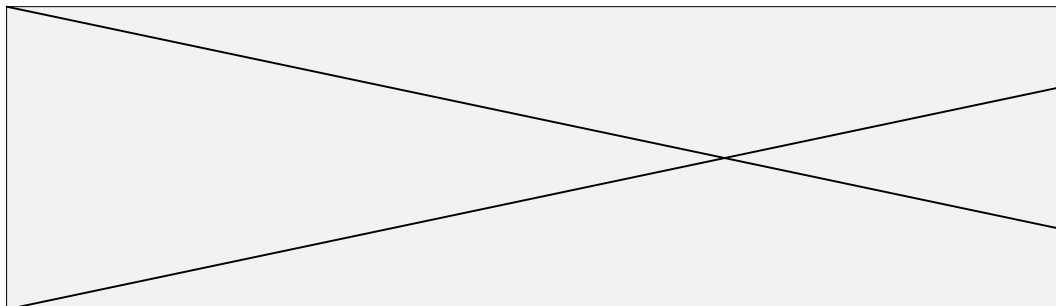
t. 020 7324 7780

info@cimex.com

Search



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FIND OUT MORE



PELLENTESQUE NON NIBH IPSUM

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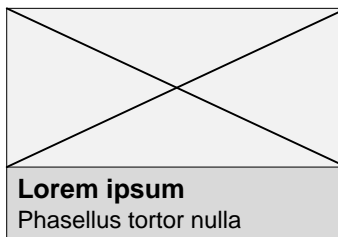
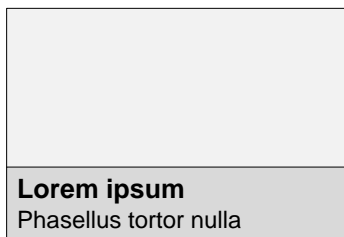
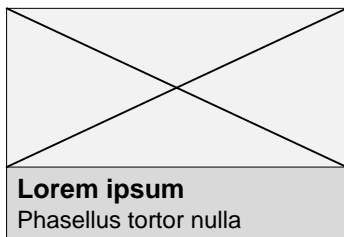
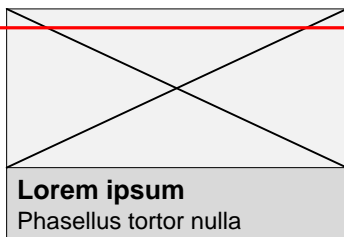
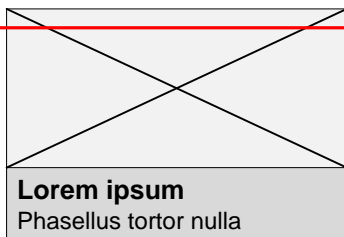
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Fermentum velit
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OUR WORK

Below the fold: 1024 x 768px



[View full portfolio](#)

TOP TAGS

Web Design London
Marketing HTML websites
Online banners Branding HTML
emails Website Design
Creative Agency London
Brochures Screensavers
Pay-per-click Stationery
Flash websites Direct mail SEO

BLOG

Lorem ipsum dolor
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NEWS

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Level 2 Navigation

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Campaigns and social media
Consulting and strategy
Customer insight
Design and enhancement
e-learning
Mobile
SEO SEM and Content
Support and hosting
Technical systems

Rollover State on Level 2 Navigation

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References

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Blasting the Myth of the Fold - Milissa Tarquini on 2007/07/24 (boxes and arrows)

<http://www.boxesandarrows.com/view/blasting-the-myth-of>

Facebook Pages

<http://www.facebook.com/advertising/?pages>

Tag cloud - From Wikipedia

http://en.wikipedia.org/wiki/Tag_cloud#Types

Tag Clouds Gallery: Examples And Good Practices – Smashing magazine

<http://www.smashingmagazine.com/2007/11/07/tag-clouds-gallery-examples-and-good-practices/>

Tag Cloud Guide – Many eyes

http://manyeyes.alphaworks.ibm.com/manyeyes/page/Tag_Cloud.html