

Siderise website

Siderise partnered with SLG Agency to revamp its website, focusing on four key audiences: architects, installers, main contractors, and fire engineers. Through extensive research, including interviews and persona development, the site was designed to meet each group's specific needs.

Key improvements included a two-tier navigation system and easy access to technical resources in three clicks or less, aligned with Siderise's refreshed brand. User testing validated the design, ensuring seamless functionality across devices. Since launch, the site has increased engagement, reduced bounce rates, and improved conversion rates, setting Siderise up for long-term success in the construction industry.

Four core audiences targeted: architects, installers, main contractors, and fire engineers.

Three clicks or less to access technical resources, aligning with CCPI guidance.

Extensive user testing conducted at the wireframing stage, ensuring a seamless design across devices.

Increased conversions through higher online enquiries and technical resource downloads.

