

Industry

Testing & Sensing Solutions
Provider

Worldwide Employees

2,000

Fishbowl Products & Services

Google Search Appliance
Connector™

Web Content Management
Consulting Services

Oracle Products

Oracle WebCenter Content
(Oracle UCM) 11g

Google Products

Google Search Appliance (GSA)

INDUSTRIAL MANUFACTURER IMPROVES WEBSITE VISIT EXPERIENCE WITH GOOGLE- POWERED SEARCH AND NAVIGATION CAPABILITIES

As a leading global supplier of test systems and industrial position sensors this company's testing solutions help customers accelerate and improve their design, development, and manufacturing processes. Like most companies, the organization relies on their website as the information source for their customers, prospects and partners. With solutions spanning nine different industries, they need their website to provide easy navigation and search capabilities for visitors; however, website analysis showed that many visitors quickly left the site after viewing only one page. They also received complaints from website visitors and employees regarding difficulty finding information. The organization worked with Fishbowl Solutions, an Oracle WebCenter and Google Enterprise partner, to upgrade their current web content management system and integrate with Google's Search Appliance leading to improved website navigation and search capabilities.

BUSINESS PROBLEMS

- "Dated" website did not align with or clearly convey key company themes around technological innovation, precision, and optimization.
- Website search capabilities did not produce accurate results.
- Website visit analysis showed high bounce rates and low page views.
- Their web content management system was no longer supported.

SOLUTION HIGHLIGHTS

- Fishbowl Solutions upgraded the Oracle WebCenter Content WCM component, SiteStudio, enabling them to take advantage of new website design templates and contribution methods.
- Fishbowl Solutions Google Search Appliance Connector for Oracle WebCenter enabled the organization to integrate Google's search technology with their newly updated website.

RESULTS

- The new WCM system enabled easier content contribution leading to expedited page creation and updates.
- Enhanced search capabilities helped reduce bounce rate by 14%.
- Improved search and navigation features increased time spent on their site by 42% and overall content/page views by 48%.