

CASE STUDY

GEORGE F YOUNG

OLD WEBSITE, NEW VISION



WEBSITE WOES GOT GFY FEELING SALTY

With over a century of engineering excellence, George F. Young (GFY) recently gave its brand a delicious refresh. To build an irresistible team for its next century of operations, a modernized digital presence became their focus. Specifically, their website had an outdated design that lacked a contemporary feel and didn't effectively showcase GFY's expertise. This sour look potentially deterred potential clients and, more importantly, new and young talent the company aimed to attract.

THE GOAL: ENGINEER A SWEET SITE MAKEOVER

GFY approached cyberlicious® with a sweet tooth for a website that would perfectly complement their new brand identity. As the company expands into new markets, they wanted a digital platform that not only showcased their modern, innovative approach to engineering but also enticed a younger generation of talent to join their team.

AT A GLANCE

CHALLENGES

- Outdated website
- Lack of data-driven insights
- Inefficient website navigation and poor user experience
- Difficulty attracting and retaining target audience

BENEFITS



69.32%

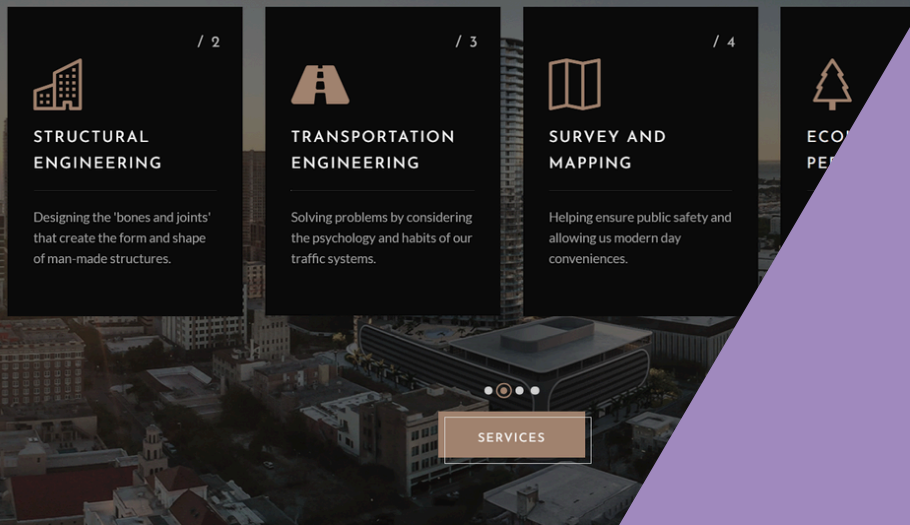
Engagement
Rate Among
Visitors



AVERAGE
OF 6.97

Events per
Session

GFY SERVICE LINES



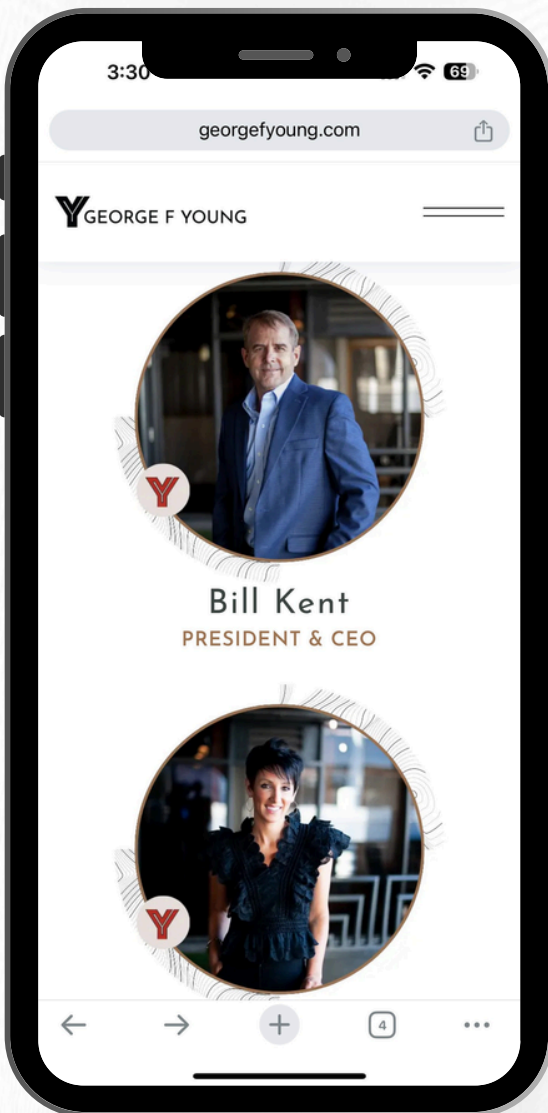
SCOPE

WEB DESIGN
CONTENT CREATION
UI/UX DESIGN
ADVANCED SEO
ANALYTICS
HOSTING

BUILDING GFY A TASTY DIGITAL PRESENCE

cyberlicious® implemented a delicious website redesign strategy for GFY, encompassing several key aspects:

- **Website Redesign & Layout:** We created a visually appealing and user-friendly website with a modern layout that reflected GFY's brand refresh.
- **UI/UX Design:** We prioritized user experience (UX) by ensuring the website was easy to navigate and find information. We also focused on user interface (UI) design to create a visually engaging experience.
- **Content Creation:** Compelling content was crafted to showcase GFY's services, expertise, and past projects. This included graphic design elements that added a flair of personality.
- **Advanced SEO:** Optimized website structure and content for improved search visibility.
- **Website Analytics:** A robust analytics system was implemented to track user behavior and website performance.
- **Managed Website Hosting:** We provided secure and reliable website hosting to ensure GFY's website is always accessible.



CIVIL ENGINEERING

KEY CIVIL ENGINEERING SERVICES

PRIVATE & PUBLIC
CLIENTS SERVICED

25+ CONTINUING
SERVICE CONTRACTS
HELD

SPECIALIZED AND
LICENSED STAFF

CIVIL ENGINEERING AT GFY

Our civil engineering service line is focused on delivering innovative solutions unique to each project, client and community. With a team of in-house experts, George F Young, (GFY) is a civil engineering company that has been shaping Florida's communities since its inception.

Our specialized team of professional engineers, project managers, engineering interns, CADD technicians and more has become a single-source for land development for educational, mixed-use, multifamily, commercial, and industrial clients, as well as water infrastructure.

THE GFY WAY

Our team adheres to client and professional standards. While, we are trained in the quality of standards for our professions, we also work to familiarize ourselves with standard manuals that may be unique to each project, client or municipality.

We continue to stand by the core values our founder, George F. Young established our company on, integrity, quality, and dedication to superior service and long-term relationships in all that we do.

EXPLORE



CIVIL
ENGINEERING



ECOLOGY



STRUCTURAL
ENGINEERING



SURVEY AND
MAPPING



TRANSPORTATION
ENGINEERING



SUBSURFACE UTILITY
ENGINEERING



The site looks great - very impressive. I especially like the client excerpts for each of the service lines. I think that carries a lot of weight.



—Brenda Anderson, Chief
Financial Officer



BIG IMPROVEMENT!



—Bill Kent, President & Chief
Executive Officer

9:40

georgefyoung.com

TURNING VISION INTO REALITY

Servicing Florida, Alabama, and the Caribbean basin for over 100 years. Specializing in projects that shape the future of the communities where we live, work, and play.

CONTACT US

SINCE 1919

ENGINEERING SURVEYING
CONSULTING

As one of the longest running Florida established



SWEET RESULTS

5,000 UNIQUE VISITORS
2,200 ORGANIC USERS WITH
OVER 1 MIN. ON PAGE
69.32% ENGAGEMENT RATE
AVG. 6.97 EVENTS/SESSION

TURNING VISION INTO REALITY

ABOUT US

George F Young is a leading engineering company that brings new thinking and fresh ideas to every project. Through communication and training, we stay well engaged in the ongoing development of new technologies.

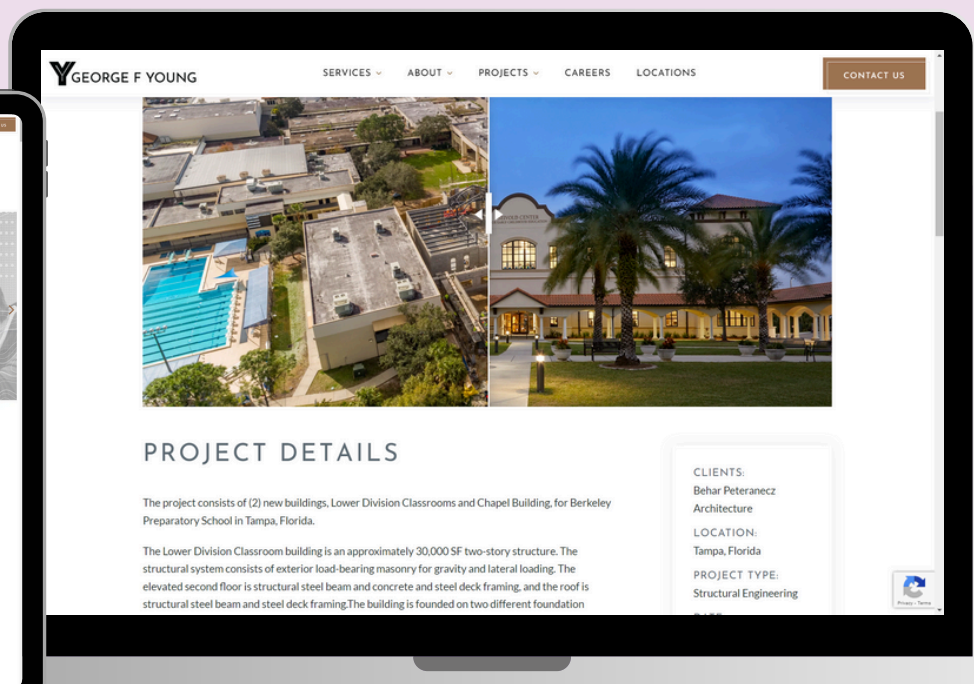
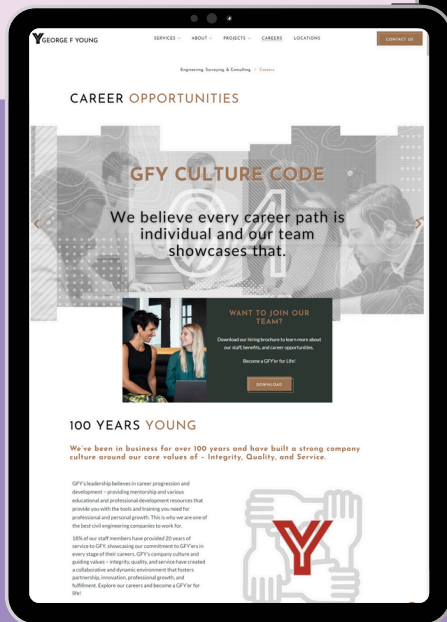
GFY'S SITE SEES A SUGAR RUSH OF RESULTS

In just 90 days, GFY's new website has proven to be a delectable treat for both the company and its audience. The site has attracted over 5,000 unique visitors, a sweet result likely driven in part by the SEO enhancements implemented. Of these visitors, a remarkable 2,200 organic users have spent more than a minute exploring the site, indicating a genuine interest in the content. This level of engagement is further solidified by the impressive 69.32% engagement rate, a testament to the site's ability to captivate and retain visitors.

With an average of 6.97 events per session, it's clear that visitors are actively exploring and interacting with the website, suggesting a delicious level of satisfaction and interest in GFY's offerings.

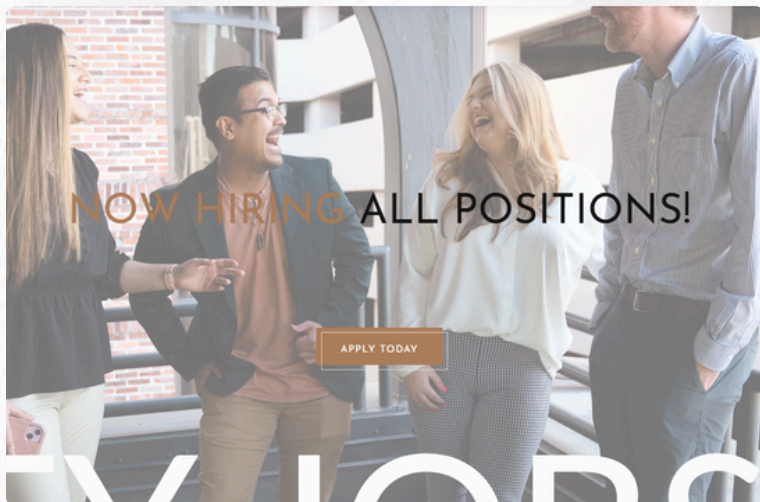
GFY's initial KPIs included sweetening their brand consistency and improving search visibility through advanced SEO. The website's performance in these areas is evident by the increased organic traffic and improved engagement metrics.





THE SIMPLE BUT SWEET TAKEAWAY

The successful collaboration between cyberlicious® and GFY demonstrates the power of a well-designed website in achieving business goals. GFY's new website not only reflects their brand refresh but also serves as a powerful tool for attracting new clients and talent. By prioritizing user experience and creating compelling content, cyberlicious® helped GFY showcase their expertise and position themselves as a leader in the engineering industry.



CRAVING MARKETING SUCCESS?

REVITALIZE YOUR ONLINE PRESENCE FOR A SUGAR RUSH

From website design to SEO, social media, and beyond, we've got the full suite of marketing services to satisfy your business's sweet tooth. Let cyberlicious® handle your marketing needs and leave a lasting and tasty impression on your audience.

CONSULT & SAVOR BUSINESS SUCCESS