

Case Study

Northwoods Overhauls the User Experience for Manufacturer's Outdated Website

Data-Backed Strategy Drives Navigation and SEO Improvements



Client Snapshot

Industry: Manufacturing **Audience:** B2B

About: Since 1960, has been designing and delivering the highest quality door securement products available for truck trailers, specialty trailers, truck bodies, and intermodal transport. Their team of experts offers the personal guidance and dedicated support required to determine the best solutions for each customer's unique needs.

Visit: powerbrace.com



POWERBRACE

Powerbrace first came to Northwoods looking to redesign their outdated website, though it quickly became clear that they were in need of a new brand strategy to help guide that process. They put their trust in us as their digital BFFs to develop a brand strategy and create a new brand identity to leverage their strengths and help them more effectively compete in the marketplace. Northwoods' UX, design and SEO experts used the updated brand identity as a foundation to create a modern, user-friendly website that would better serve Powerbrace and its customers and position the company for long-term success.

Solution

- Informed by the new brand strategy, our UX team developed a website strategy that drives visitors to key pages and clarifies CTAs, streamlining the navigation and offering a more intuitive experience.
- We created new search and filtering capabilities so users could quickly find specific products and detail pages that include features, helpful resources, and related components.
- Northwoods developed copy that was relevant, on-brand, and optimized for SEO, and handled the migration of existing content, ensuring a smooth transition and launch for the Powerbrace team.

Situation

- The previous Powerbrace website used outdated colors, typography, content, and images, and needed a design refresh.
- Data showed clear signs that the site was difficult to navigate and that users were struggling to find the content they needed.
- A confusing online product catalog lacked dynamic detail pages and product-related resources.
- Due to a complicated setup, poor training, and lack of support from a previous vendor, the Powerbrace team wasn't able to make necessary changes or content updates.



"We put our trust in the Northwoods team to create a digital presence that's visually compelling, effective, and true to our brand, and they delivered. Our new site is easy to manage and provides a great user experience for both current and prospective customers. Northwoods offered honest, expert guidance throughout the redesign and has truly been our digital best friend."

— Jodi Rummelhart, Director of Business Development

Outcome

- Powerbrace now has a fresh, modern, and beautifully designed website with a streamlined user experience.
- Content developed for SEO matches different portions of the customer journey and helps improve Powerbrace's search rankings.
- A dynamic and searchable product catalog can be filtered by category, type, material, or style, allowing users to quickly find the parts they need.
- The Powerbrace team is thrilled with the look and feel of the site, as well as their ability to easily make adjustments and updates.

Design

The use of video, imagery, and a sense of movement all highlight the real-world applications of Powerbrace products and the dedicated teams behind them. Northwoods designers created a custom blueprint background pattern that serves as a shout-out to the Powerbrace engineers, an important team that was underrepresented on the previous website. The blueprint is based on an actual product drawing provided by the client, with updated brand colors, grid pattern, and gradients applied to create a visually cohesive and professional design.

Images used throughout the site showcase the manufacturer's processes and the individuals behind the work. Rather than relying on stock photography, professional photos and video taken by Powerbrace were used to help the brand feel authentic. Angled shapes and brand color overlays are used to create a strong focal point and balance the natural colors of each image with the Powerbrace brand palette.

