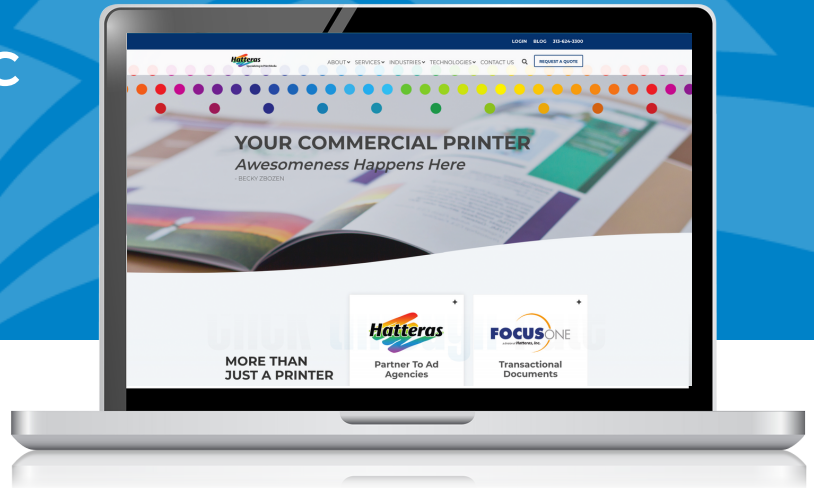


# Increasing web traffic 650% for Hatteras Printing



## CLIENT

Hatteras Printing  
4hatteras.com

## INDUSTRY

Commercial Printing

## CHALLENGE

Outdated, uninspiring website. As a commercial printer, Hatteras needed to convey pizzazz while also getting found on Google.

## SOLUTION

Hired Inbound 281 to redesign and relaunch the Hatteras website.

## ROAD MAP TO OBJECTIVES

- Develop personas
- Conduct keyword research
- Design and implement new site architecture
- New visual design
- New SEO-rich website content

## Background

Hatteras, Inc. is a full-service design, data, print, and mail company headquartered in Plymouth, Michigan. Their tagline is, “Awesome Happens Here.” Hatteras services major corporate partners in a cross-section of industries from automotive to healthcare to direct marketing to the public sector. Hatteras specializes in high-quality offset, digital, and large format printing.

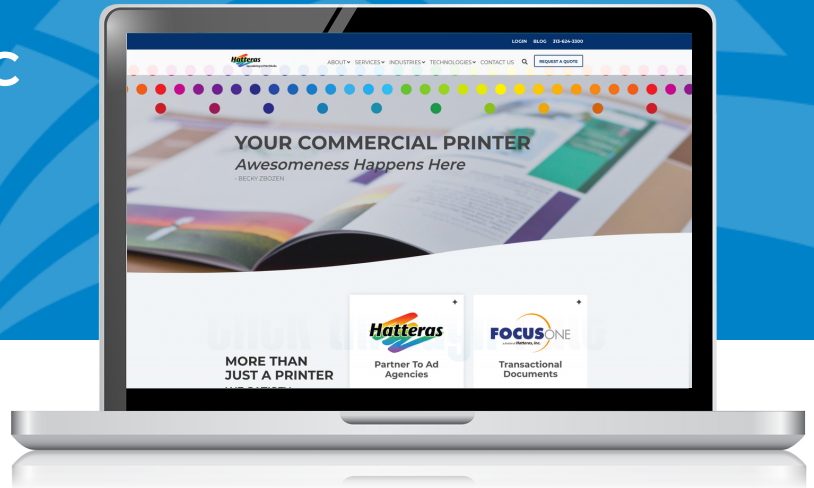
## Challenge

The Hatteras website was outdated and uninspiring. As a printer, Hatteras prides itself on producing vibrant colors. The website lacked that vitality. The site was built on an old platform and had a dated look. It also came up short in SEO.

## Solution

Inbound 281 redesigned the Hatteras website. We also moved it to the HubSpot platform so site management was easier and could integrate modern marketing tactics like chatbots. As part of the overhaul, we developed personas and conducted keyword research to ensure the site meet the needs of the right audiences.

# Increasing web traffic 650% for Hatteras Printing



## CLIENT

Hatteras Printing  
4hatteras.com

## INDUSTRY

Commercial Printing

## CHALLENGE

Outdated, uninspiring website. As a commercial printer, Hatteras needed to convey pizzazz while also getting found on Google.

## SOLUTION

Hired Inbound 281 to redesign and relaunch the Hatteras website.

## ROAD MAP TO OBJECTIVES

- Develop personas
- Conduct keyword research
- Design and implement new site architecture
- New visual design
- New SEO-rich website content

## Road map to objectives

- Develop personas
- Conduct keyword research
- Design and implement new site architecture
- New visual design
- New SEO-rich website content

## RESULTS (first year)

655%

year-over-year increase in web traffic

\$75,000

of equivalent-value organic website traffic

4,089

new contacts added to sales database