



# Lexcelera

## Comsip: Content Creation

### CASE STUDY

*COMSIP offers expert technical assistance in a range of energy-related fields.*

*COMSIP has been helping its clients realize their projects worldwide since 1949. As a member of the VINCI Energies group, COMSIP can capitalize on a solid international network in over 50 countries to manage projects anywhere in the world.*



## POSITIVE OUTCOMES

- A global brand strengthened by the implementation of best practices for internationalization
- A bespoke site profiling COMSIP experts
- Increased average session duration for visitors to the COMSIP website

## THE CHALLENGE

COMSIP wanted to expand its consulting and engineering services to all energy industries, from oil and gas (upstream, midstream, and downstream), nuclear, and renewable energy (notably wind power, solar photovoltaic energy, and biomass) to infrastructure, water, and mines – and to do so, it needed a major rehaul of its website. It wanted to both enhance its reputation in the sector and also highlight the human expertise on its team.

COMSIP recognized that its current website was not meeting these two goals. And because it had been monitoring that site's SEO, it also knew that some of its webpages needed better search engine optimization.

The company asked Lexcelera for our expert advice and commissioned us to create new web content that met its objectives—for a reasonable fee.

## THE SOLUTION

We started with an in-depth audit of the COMSIP site's structure and textual and visual content. We commissioned two of our web development experts—one anglophone, the other francophone—to collaborate on an internationalization strategy for the site.

After the auditing was complete, we presented our recommendations and suggestions for improvement and consulted with COMSIP to agree upon a plan of action.

Among our suggestions were the addition of content to the careers page and the optimization of the "Experts" page. We commissioned one of our francophone linguists with extensive experience in editing and localizing web sites to create the content.

## THE RESULT

What were the keys to our success? A solid understanding of client needs and the implementation of a solution that met them!

- Optimized site structure
- Rewriting of all the French-language pages
- Recommendations about the site's visual elements were implemented by COMSIP