

MERCURY MANUFACTURING: NEW WEBSITE SHOWCASES STRENGTHS TO MEET DEMANDS

ABOUT MERCURY MANUFACTURING COMPANY. Founded in 1964 in Wyandotte, Mich., Mercury Manufacturing Company designs and manufactures custom pressure relief valves and precision machined components. Their 52,400-square-foot facility boasts the latest in machinery and design software, including CNC machining and assembly equipment that provide for high precision, and highly repeatable, manufacturing. Mercury employs 60 people to meet the current and future demands of their customers.

THE CHALLENGE. Having worked professionally with the Michigan Manufacturing Technology Center (The Center), part of the MEP National Network™, in the past, Mercury Manufacturing was eager to begin the project. Jan Wiegand, President of Mercury Manufacturing, understood that in today's digital marketplace, a company's website was the window in which to showcase their capabilities. Unfortunately, Mercury's website was no longer effectively conveying the process and product expertise they had achieved over the years. With the goal of reaching new markets and strengthening their brand to attract customers, they knew their nearly 10-year-old website needed an overhaul. As it stood, the website was too small, design was visually lacking, media and imagery were minimal, and the CMS platform was outdated and difficult to work with.

MEP CENTER'S ROLE. When it was time to initiate the website redesign project, Mercury Manufacturing reached out to the Michigan Manufacturing Technology Center (The Center) for assistance. Having worked professionally with The Center in the past, Mercury Manufacturing was eager to begin the project. Following the initial, day-long meeting to gain a deeper understanding of Mercury Manufacturing's strengths, goals and objectives, a course of action was determined.

The website's redesign included streamlining text and reorganizing the navigation to tackle content heavy pages. Focus was placed on creating an attention-grabbing homepage which would highlight the company's key services and expert capabilities. In order to set their company apart, actual video footage of their technologies and equipment in motion were incorporated. The website also transitioned to WordPress for content management, which offered better cyber security, and allowed Mercury Manufacturing staff to make changes quicker and easier. The website was optimized for page-specific keywords, titles and descriptions for improved searchability.

"We really wanted to appropriately highlight the capabilities of our business for the world to see. Our digital redesign, which aligned with our goal to grow, was a necessary step for the longevity of our company."

-Jan Wiegand, President

RESULTS



\$1,800,000 in new sales



\$3,000,000 in retained sales



2 new jobs and 15 retained jobs



\$260,000 in new investment



28% increase in web traffic and 50% increase in RFQ's

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