



BeeSeen Solutions Revamps AVPS's Website

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THE BRAND

AVPS is a premier payment processing solutions provider for diverse organizations and businesses throughout the United States. They provide end-to-end merchant payment solutions and customize payment processing through POS and mobile terminals, virtual gateways, and in-store countertop terminals.

THE CHALLENGE

The AVPS website was a single-page online presence with **extremely limited user interaction** and **zero integrations** or **customization**. The site lacked **proper content**, **was developed on an older platform**, and **was performing poorly** compared to the competition. It lacked **proper functionality** and it **poorly converted traffic** due to a high bounce rate.



Engaging Website



Creative Content



Website Registration



SEO Optimized

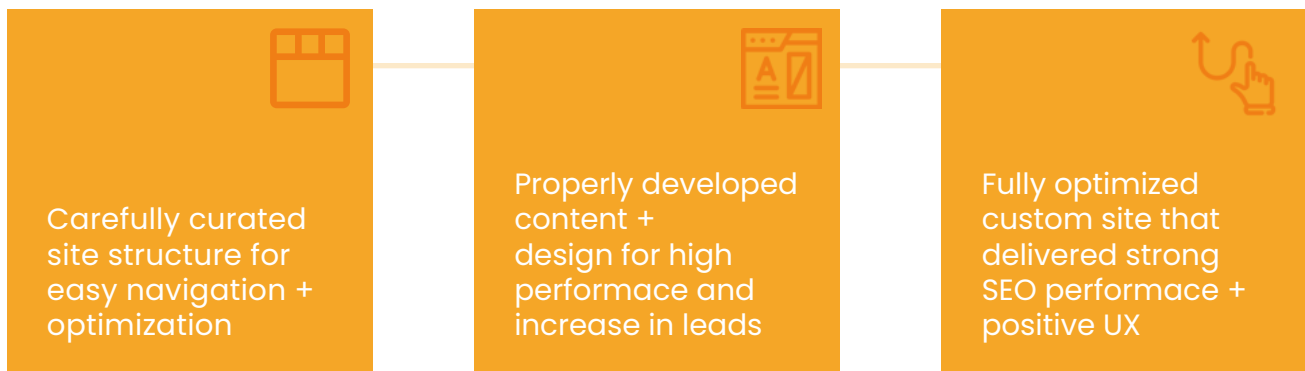


Interactive Design



THE STRATEGY

BeeSeen Solutions conducted an in-depth assessment of the AVPS website. Through a deep-dive analysis and inventory of the pages, services, and products required to develop a marketable website, a project plan and roadmap were developed to deliver proper execution. Taking a consultative and collaborative approach, our design and technology teams worked with AVPS every step of the way, assuring an ease of doing business tied to proactive communication. BeeSeen Solutions carefully curated a site structure that would ensure easy navigation and optimize the website for UI and UX. We developed proper content and design to ensure a high performance that allowed for an increase in online leads. The custom site was properly optimized to deliver strong SEO performance and a positive user experience.



THE RESULTS

AVPS now has a cutting-edge website that showcases its organization properly, supported with quality content and design. The performance of the site has allowed for an increase in online conversions, new business opportunities, and SEO rankings. The success of the project has opened the door to additional business opportunities in development, including a customized dashboard for detailed analytics and proper decision-making.

AVPS and BeeSeen Solutions have enjoyed a successful working partnership for the last 5 years which continues to evolve through proactive communication, strategic consultation and a mutual commitment to providing quality solutions to their clients.