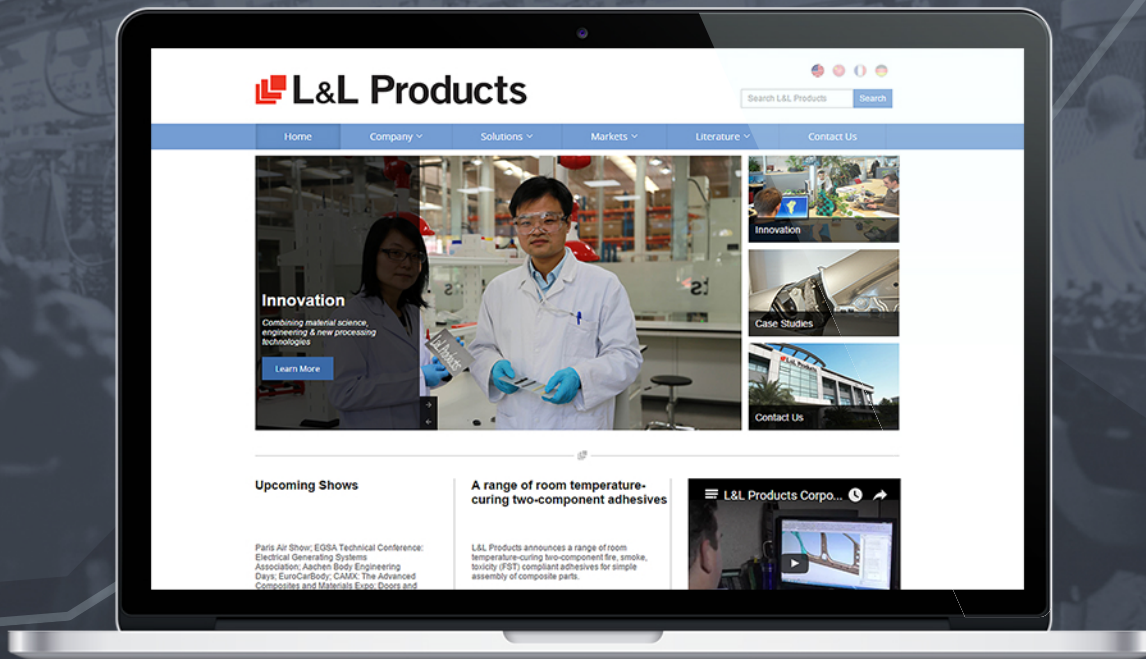


L & L Products



Challenge

L & L's website design and content didn't adequately represent the company's many innovative capabilities, nor did it effectively communicate to its customers that reside in various, global markets.

Therefore, L & L Products challenged us to solve these concerns, while doing so in a highly streamlined way.

Services

- Website Development
- Digital Marketing
- Support & Maintenance
- Website Analytics
- Website Hosting

About

L & L Products is a Tier 1 automotive supplier headquartered in Romeo, MI, that specializes in static sealing, acoustics, vibration reduction, structural reinforcements and composite components for automotive, aerospace, commercial vehicle and other industrial applications. Although based in the US, the company's footprint has a global reach.

Solution

Momentum developed a content-rich site for L & L that fully showcases the many innovations and offerings of the brand, with case studies and other marketing tools available as proof points. But even more importantly, through a well thought-out user experience strategy, we were able to organize the content in a manner that allows site visitors to easily find what they need, without ending up on a page-by-page "goose chase." Additionally, our strategy extended to account for the language capabilities of the site. Because L & L is in multiple markets globally, we ensured the site could be viewed in 4 languages, all of which align to the company's core markets. Visitors can now select their native language and actively participate in the new site experience.

Results

With Momentum's new site, L & L has nearly doubled its site traffic, worldwide. The new language capabilities have also increased the company's internal communication, productivity, and collaboration overall. And, they now have a one-stop shop for all their marketing needs.