

Case Study



Introduction

Tension Control Bolts Ltd manufacture and sell Tension Control Bolts; a premium high strength friction grip bolting system used in flagship steel construction projects around the world.



The company supplies almost every sector of the construction market. Originally road and rail transportation led the way, now stadia, high rise and wind energy have gained traction.

Operating for over fifty years, TCB has a firm foothold in the European market and plans to continue its quest to look for further growth from overseas.

Project Overview

Design was a crucial driver in the decision to invest in a new website and Clickingmad was selected from a short-list of five other DIT (Department of International Trade) recommended developers, based on its stand-out creative submission.

With a strong, established brand and a multitude of great things to highlight, TCB needed a site boasting plenty of visual appeal and smart functionality.

The previous provision looked tired and was completely at odds with the company's capabilities – a manufacturer and supplier of premium products on a global stage.

Performance was also an issue. The TCB team wanted to increase enquiries both in the UK and overseas, and significantly improve search engine optimisation. Other must-haves included a content management system that was easy to update and mobile-friendly design with site workers in mind.

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Solution

We needed to really get to grips with the technical nature of the product and TCB's capabilities to devise the best way to present the information to an engineering audience. Our approach was to nail down the company's identity, and showcase its superior products and impressive track record of high-profile projects.

What TCB needed stylistically was a site that communicated and connected with their target audiences better, and an invigorated online presence. The new full-width homepage creates impact with striking photography and bold branding. The look is professional, dynamic and clean, with high-quality project imagery at the forefront.

Text is minimal and its sans-serif fonts, crisp lines, and use of colour, all contribute to a contemporary look. Header images, stylised banners and product illustrations are all linkable and devised to encourage further exploration.

Simple top navigation organises key content to make it highly visible and accessible for users, without drop-down menus to obscure the effect.

Instead, inner pages feature prominent side menus and intuitive banners, along with a seamless navigation plan to ensure less clicking for the end-user.

A primary objective was to provide specifiers with the essential information needed to choose tension control bolts for their projects. So, we made information architecture and smooth navigation a strong focus of the design.

This enables users, be they engineers, architects, steel fabricators, or contractors, to find the information they need quickly and easily. From brochures to technical specifications, quality documents to CAD drawings – it's all there. In fact, a big part of TCB's approach is the high standard of support material and user-friendly guides it provides.

A media centre, complete with training and product videos, a 'How It Works' animation, installation instructions, and project overviews, all help to connect users with solutions.

Fully translating the website into other languages, starting with French and Spanish, was pivotal in TCB's desire to support international customers and further develop its export business.

On the development end, our team integrated a Joomla Content Management System to control the functionality, content and navigation, together with a WordPress blog to run news updates effectively.

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“We asked our customers what they thought of the new website and the overwhelming response was 'fantastic'”

“The site works really well and is excellent value for money.”

“Clickingmad were easy to work with and really came into their own with all of the pre-launch checks they carry out.”

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Services Provided

- Website Design
- Internationalisation - Website translations to French & Spanish
- Custom Project Galleries
- Hosting
- Joomla CMS Integration
- Search Engine Optimisation
- Ongoing Support
- UX User Experience Design

English

Français

Español

The Result

Catering to the needs of an engineering market, our designers produced a site that is as equally engaging as it is informative. Galleries showing the diverse range of projects held together by Tension Control Bolts create a focal point for users to grasp the capabilities of both the product and the company.

The site architecture and navigation deliver a more frictionless experience, so information can be found without any trouble. The structure of the site allows for TCB to expand their online content, providing users with more ways to explore the products and find solutions. We worked through TCB's wish list and came up with a website that went even further.

“ We're so happy with Clickingmad that we have decided to use them for a second website

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www.tcbolts.com