



mcm net

digital marketing agency

Harlequin Floors

Case Study

20%

Decrease in
Bounce Rate

#1 Google

For
"Dance Floors"

Improved

Usability &
Navigation

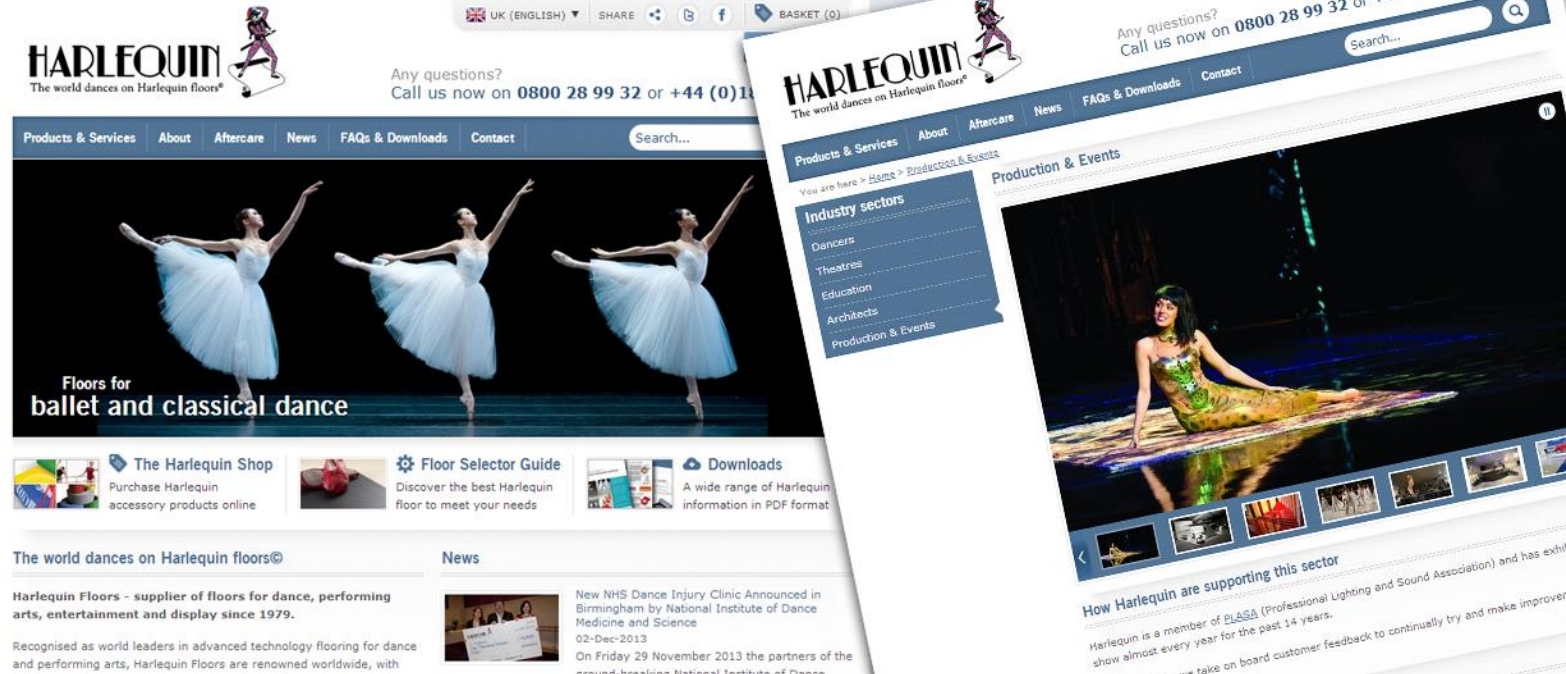
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Case Study: Harlequin Floors

Brief

[Harlequin Floors](#) are the world leaders in advanced technology flooring for dance and the performing arts and have global operations across Europe, Asia Pacific, Australasia and America. Having commissioned a usability study, Harlequin Floors approached [MCM Net](#) with a brief to create a stylish, usable and fully accessible site that offers an improved online facility to match their first class service and market leading products.

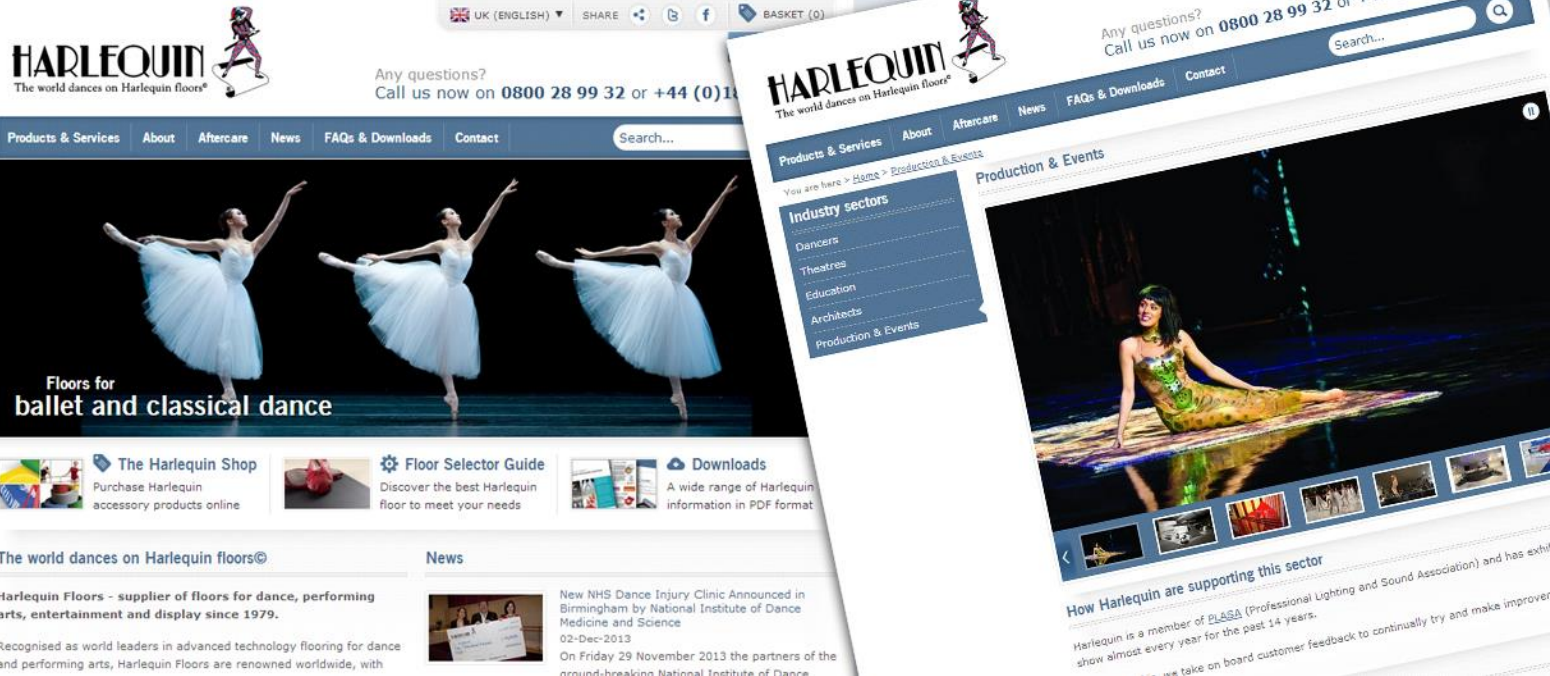
Execution

Incorporating the usability findings and client brief, MCM Net developed a bespoke [content managed site](#) with [multilingual functionality](#) that makes it possible for Harlequin Floors to duplicate the current version of the UK site and translate it to suit the local language requirements. This functionality forms a large part of the follow-on project phase that sees 11 international regions launching a local copy of the core UK site over a 9 month period.

As well as improvements to functionality, the website also now incorporates the Harlequin Shop which allows users to purchase a wide range of products, accessories and after sales cleaning items.

Further features include the 'Floor Selector Guide' that aims to guide visitors when deciding on the ideal flooring for their specific needs. The guide asks users key questions and advises on suited flooring options depending on their selections. Additional product information is available to further aid the buying process and all recommended products are comparable via the 'Floor Comparison Tool'.

Fully content managed, this tool allows Harlequin Floors to upload key comparison factors that are influential in terms of purchasing decisions and users can quickly and easily compare listed floor types against key variables such as thickness, weight and panel sizes.



Results

The overhauled navigation and enhanced design saw the bounce rate fall by 20% year on year. A second usability study was conducted post site-development and the response from site users post-development compared to pre-development proved that all previous usability issues and concerns were since addressed through the new structure and design.

Harlequin Floors are now working with MCM Net on an [SEO campaign](#) to drive further visits, enquiries and online sales.

To visit the Harlequin Floors site, please [click here](#).