webmechanix

How a Security Intelligence Company Transformed Its Digital Presence with a Site Redesign

a website redesign case study

LogRhythm

Security Intelligence

webmechanix

Introduction

LogRhythm, a leader in the security intelligence space, wanted a premium redesign that reflected their brand and shifted the focus to their customers, the real heroes of the security ops world.

Their existing site obscured a wealth of technical information behind a difficult-to-understand design and placed little focus on their customers, so they partnered with WebMechanix to achieve their vision.

Bounce rate decreased by

9%

average time on page up by

4%

Average session duration increased

84%

period-over-period

How We Did It

To ensure the new design would feel distinct in the often-cold security ops space, we made extensive use of LogRhythm's vibrant color palette, soft shapes, and curved edges. Straight edges come off as cold and methodical, whereas curved elements feel inviting and flowing. We also ensured the content remained accessible and ADA-compliant for individuals with disabilities.

1,650 Out-of-the-Box Modules and Rules

4,000 Customers

956 Supported Devices

"The response couldn't be any more positive. The site design, performance, and layout are incredible, and I'm happy to be a reference for your future projects."

-Cindy Zhou, Chief Marketing Officer

Beyond the look of the site, we refocused the content on LogRhythm's users by adding "Our Customers Love Us" and "Security Heroes" modules to the homepage to create a human-centric experience.

To improve user experience, we refreshed the site's primary navigation. Consolidating core solutions from twelve to six (and grouping them) allowed users to easily find solutions tailored to their needs:

Our developers built an intuitive drag-and-drop page builder — allowing the client to use modules and widgets to create the pages they envisioned with more customization.
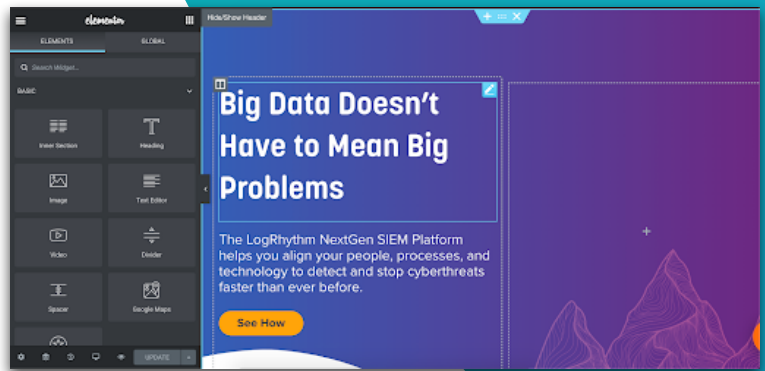
Discoveries

The average session duration increased by 84% when comparing the period 45 days after launch to the same period beforehand. Additionally, the custom page builder CMS we built has the fastest time-to-first byte (a key site speed metric) of any site we've built thanks to optimizing the server and theme configuration.

The Bottom Line

LogRhythm achieved its redesign goals in only three months, a massive undertaking. WebMechanix aligned the visual design with LogRhythm's new brand while shifting focus of content to the customer. The resulting site is clean, intuitive, custom-built, and friendly, creating a feeling that's uniquely LogRhythm.
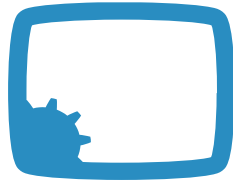
Contact us:

1.888.932.6861

or visit

webmechanix.com

for more information