



## CASE STUDY:

# ENTERPRISE WEBSITE OPERATIONS SUPPORT

We worked closely with the team to improve how the website supported ongoing marketing efforts, reduced execution delays, and created a more reliable system for managing updates at scale.

 (561) 365-8229  [www.floridawebandmarketing.com](http://www.floridawebandmarketing.com)



## Summary

An enterprise organization required consistent website support to ensure their platform could keep pace with ongoing marketing initiatives. While the website was actively used, the lack of structure behind updates and execution created delays, inconsistencies, and internal friction.

Their internal teams needed a reliable partner to manage technical execution, streamline workflows, and ensure the website could support marketing without slowing down progress.

## The Challenge

Their marketing team was moving quickly, but the website couldn't keep up due to gaps in structure, process, and technical support.

- High volume of website updates and requests across teams
- Need for fast execution without introducing errors or breaking functionality
- Complex internal structure with multiple stakeholders involved
- Performance inconsistencies across pages and templates
- Limited internal bandwidth for ongoing technical work
- No clear or scalable system for managing website changes

## Our Approach

We focused on improving how the website was managed day-to-day by introducing structure, consistency, and reliable technical support — without requiring a rebuild.

- Provided ongoing website operations support to manage continuous updates
- Implemented a more structured approach to handling requests and changes
- Performed QA and validation before publishing updates
- Supported landing pages and campaign builds for marketing initiatives
- Improved consistency across page layouts and components
- Acted as an extension of the internal marketing team for technical execution

## The Outcome

With the right processes and support in place, the website became more stable, scalable, and capable of supporting ongoing marketing efforts without creating delays or internal friction.

- **40–60% faster turnaround** on website updates and requests
- **Faster campaign launch timelines**, reducing delays from days to hours in some cases
- **Reduced internal back-and-forth** between marketing and technical teams
- Improved website consistency and overall reliability across pages
- Better alignment between marketing initiatives and website execution
- A more scalable system for managing ongoing updates and growth

## Key Takeaway

When marketing moves fast, the website needs to keep up. That requires consistent execution, structured processes, and ongoing support — not just occasional updates.