



## BIOCELL AGRI WEBSITE CASE STUDY

Based at Lochans on the picturesque Rhins of Galloway peninsula in Scotland, Biocell Agri are specialists in the field of applied microbiology in animal nutrition. Key roles include managing rumen function, safeguarding health through effective mycotoxin control, and managing both forage and slurry. Have a clear, engaging and user friendly website for their customers was really important.



### Objectives

Biocell Agri were looking for their old, outdated website to be rebuilt with a brand new, fresh design and theme and for the website hosting location to be moved.



### The project

Working closely with Biocell Agri, the Corona IT Solutions website development team worked on the design and functionality of the website.

- A new and much more user focused design and navigation was created.
- A new theme utilising the responsive design in order to provide a much better native mobile experience was created.
- Ecommerce functionality was added to the site in order to allow users to buy directly from the website (previously this was done through enquiry forms).
- Search engine optimisation was carried out on all content:
  - Content reviewed and structure updated
  - JSON-LD structured data added throughout the site
- Speed and mobile optimisation was improved:
  - Lazy loading images with WebP and srcset
  - Style/Script minification and caching setup