

Australian Attestation Services

Case study

Client: Australian Attestation Services

Industry: Legal

Target audience: Students, professionals, people relocating globally

Services: Document legalisation services, apostille and authentication



Overview

Australian Attestation Services (AAS) stands as the go-to destination for simplifying and streamlining document verification, authentication, and notarisation processes, commonly known as 'attestation' or 'apostille'.

Scope

Amidst the emergence of new competitors, the need for AAS to stay ahead and cater to a growing customer base, increase traffic, and elevate sales became evident. Facing the challenge of a complicated customer journey, due to the complexity of the attestation process, Cyrius was tasked with modernising the website's design and content, offering clearer explainers, and enhancing the overall user experience.

Talk to us about a project – Call Stefan info@cyrius.com.au

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Objectives

With the goal of expanding the AAS platform, AAS aimed to incorporate additional types of commonly requested services, aligning with the increasing use of electronic platforms for legal work. The objectives included providing users with the ability to prepare general attestations through the AAS system, offering a range of free content to attract potential customers, and collecting contact details. The new AAS site aimed to drive traffic, create buzz, and generate leads.

Solutions

To reposition AAS as the Attestation Experts, the AAS site underwent a modernisation process, developing its own identity within the Bannerman’s umbrella. The site embraced a unique personality, style, and tone. The attestation steps were spelled out and simplified, addressing the need for a clearer customer journey. Enhanced functionality was introduced, allowing users to select multiple document types in a single order, perform a one-calculation/payment process, and benefit from more tool tips and explainer pages.

Outcome

The revamped AAS site successfully positioned AAS as the Attestation Experts, driving increased traffic, improved ranking, and generating leads. The improved design and functionality streamlined the customer journey, offering a user-friendly experience. The addition of new features catered to the evolving needs of clients, making the attestation process more accessible and efficient. As a result, AAS witnessed a growth in its customer base, heightened website traffic, and increased sales, establishing itself as a leader in the attestation services market.

What they said:

“Thank you for all the work you’ve done on this complex site. Looks great. What a massive difference between the new and the old site – Love it!”