



Improving and simplifying your website user journey

Dantherm Group UK has been working with marketing agency Storm to further improve the customer experience on our website danthermgroup.co.uk

The new look website incorporates a simplified navigation and user journey through it to help the customer find the product that is relevant to them more easily.

The first thing the user will notice is the cleaner, modern and refreshed homepage including a new positional homepage video to showcase some of the various applications that Dantherm Group operates in.

A new 'Knowledge Hub' has been added to the homepage which leads the user through to demonstrate and highlight Dantherm Group's expertise across different products, solutions and industries. Here under 'Insights' you will discover all the weird and wonderful industries that we have helped provide heating, cooling, drying and ventilation climate control solutions for.

The regular newsletter sign-up button and latest news section are still on the homepage but towards the bottom of the page now.

New and simplified 'Application' pages with fresh content encourages the user to filter their journey based on their individual needs and solution requirements. Along with new 'Products' categories which will also allow them to filter the results to the industry they work in.

You can still filter by 'Brand' in the main navigation bar and the creation of 'Company' has also been added to the main bar. Under 'Company' you will be able to find all company news including case studies, press releases and staff vacancies as well as the 'Knowledge Hub'.

We are hoping that it will bring a much more enjoyable and interactive experience for the user and help contribute towards improved visibility of the website in search engine results pages.

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