

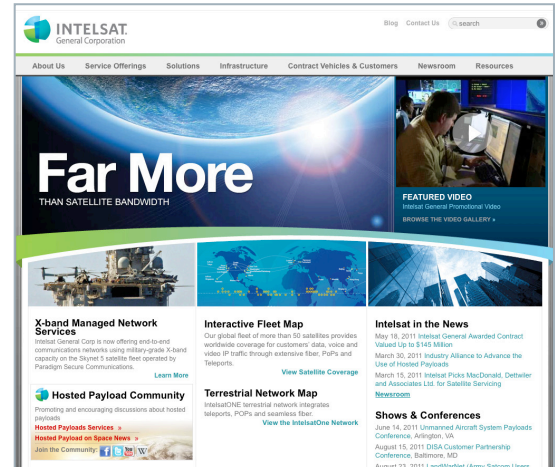
# Intelsat General Corporation

www.intelsatgeneral.com

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## About the Project

Intelsat General Corporation (IGC) is a leading provider of secure, end-to-end satellite communication solutions for the military and civilian government and commercial interests. Intelsat General engaged Balance to better position the organization online: articulate the breadth of services offered, disseminate information, generate leads and establish its place as an authoritative voice in the industry.



## Website and Content Strategy

Balance researched competitor sites and analyzed audiences, current content usage and site statistics. The information was then used to develop a custom website strategy as well as a content strategy for Intelsat General. These strategies focused on generating awareness of the breadth of services provided by IGC, and directing site visitors to appropriate content and then towards contacting Intelsat General for follow up.

Balance Interactive created and implemented a website design that showcases the work done by Intelsat General in a visually enticing manner. The arresting banner image on the home page grabs visitors' attention and draws them into the site. Interior pages integrate images and videos to enhance descriptions services and solutions.

## Design that Engages

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## Content Management with Drupal

Balance implemented the Drupal content management system and a number of customized modules to allow Intelsat General to incorporate slideshows onto interior site pages, search PDF documents and to build targeted call-outs. Intelsat General staff members now have the ability to access and maintain content and site elements without the assistance of the IT department. A custom user manual outlines the set up of the site and how each element can be edited.

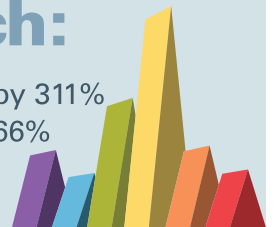
## Home Page as Showcase

The new Intelsat General home page provides an opportunity to feature two of its services on a rotating basis determined by internal marketing initiatives. The home page also links directly to commonly sought maps for its satellite fleet and terrestrial network and highlights news, conferences and shows, video, social media links, and the newly launched Intelsat General blog. The division of information allows visitors to quickly find what they are looking for and draws them into the site.



## Since the launch:

- Google indexed pages increased by 311%
- Alexa traffic rank increased by 97.66%
- Site visits increased by 33%



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