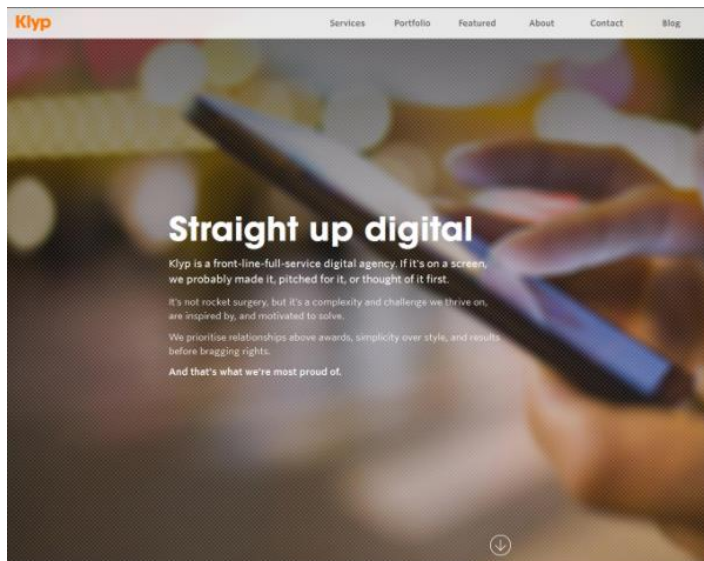


## Best company website (over 20 employees)

Monday, 15 December 2014 1:20

Cara Waters, Eloise Keating, Kirsten Robb and Karen Coombs



### Winner: Klyp

Klyp rebuilt its website this year and the “brilliant” design has scored the digital agency the Best Company Website (over 20 employees) award for 2014.

The business offers what it calls ‘a full spectrum digital solution’ for businesses, from websites to apps, SEO to social media.

Klyp was a finalist in *Smart Company's* Smart50 awards this

year, and with a business that was firing on all cylinders, founders Chris Byrnes and David Perkins needed a website that could keep pace. Cue a three month custom design and build project using the Laravel framework costing between \$50,000 and \$100,000. For front end development, a mixture of SASS, Javascript and HTML5 was used.

“The greatest challenge was building a responsive website that really showcased our talent as a world class digital agency,” Byrnes says. His advice for businesses redeveloping their websites is to “know your target audience”, and for those starting a web-based business, Byrnes says “have a strong and reliable web presence”.

Category judge Richard Parker was impressed by the layout of the site, which allows users to scroll down or navigate using tabs. “It’s brilliant linear storytelling,” he says. “As you scroll, they reinforce it.” When users get to the bottom of the page they are then pushed to explore further, which Parker says is “great copywriting and a great example of navigation”.

“The user interface here is fairly extravagant but none of it gets in the way of what the site is trying to achieve,” Parker says. “It takes you on a journey of discovery through the site.” The hard work has paid off with the website now attracting over 4000 page impressions per month and 2000 unique browsers.