



CyrusOne | Building a Robust Online Presence for Data Center Giant

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CHALLENGE

[CyrusOne](#) is a leading global data center developer and operator specializing in delivering state-of-the-art digital infrastructure solutions across the globe. To better reflect the future of the data center industry, CyrusOne needed to launch a brand-new website. Seeking a modern design with better navigation, the company also needed the new site to be easily updated in the future.

OBJECTIVE

- More website traffic.
- Higher engagement of website traffic
- More modern design
- Easier path to updating website content.

APPROACH

Digital marketing and content experts from Pierpont, along with subject matter experts and key stakeholders from CyrusOne, collaborated to design, develop, and deployed a new website. Utilizing WordPress as the new foundational content management system (CMS), the newly redesigned CyrusOne website launched in May 2023.

RESULTS

With the launch of CyrusOne's new website, results were immediate. Alongside a more modern design, the new site's pages were more easily indexed and ranked by search engines. The new CyrusOne website experienced 14% more users in the second half of 2023 compared to the first half. In addition, the engagement rate increased by 6% in the second half of 2023.

BY THE NUMBERS

+14%

New Website Visitors

6%

Engagement Rate

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