CLIENT CASE STUDY

Red Oak Consulting
Expert advice, exceptional delivery

Revitalised brand and sleek, modern website for a cutting-edge consultancy.

Red Oak Consulting provide HPC and cloud computing consultancy to private and public sector organisations in the UK and overseas.

The Challenge

Red Oak Consulting a UK leading, cutting-edge IT consultancy, working at the forefront of high-performance computing (HPC) and Cloud Computing. Neither their brand nor their legacy website reflected their highly skilled expertise and position as thought leaders in this fast-moving industry. They needed to reinvigorate their brand and overhaul their website, quickly and without a big consultancy budget.

The Approach

Sharp Ahead understood that Red Oak wanted to retain the essence of their original brand, reflecting their long, highly successful history spanning more than 20 years in the industry. We focused on a cleaner, more modern logo, crisper fonts and brighter, modern colours to elevate the brand and bring movement and innovation to the forefront. We focused on SEO best practice principles to reorganise the navigation and user journeys, then built the site using our best of breed WordPress tech stack.

The Results

The site was launched with full buy-in from the entire consultancy team and received positive reviews from key stakeholders. The site scores full marks for SEO from page speed insights and quickly achieved top position for key search terms.

Next Steps

Sharp Ahead and Red Oak continue their partnership, focusing on their content and lead generation strategy and ensuring the new brand is full rolled out across all aspects of their sales and marketing estate.

> **“The refreshed brand from Sharp Ahead was exactly what we envisioned for Red Oak—they understood our brand values and brought to life the sleek, modern visual identity we needed to reflect our position in the HPC market. The website exceeded our expectations and has really brought the new brand to life!”**
>
> **Vicki Lockhart,**
> **Sales and Marketing Director**

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