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Designing a Website That Wins

How Rato Communications built an award-winning corporate web presence for MResult.

Big Bang Awards — Best Corporate Website

Project Overview

MResult is a data and technology company with over two decades of enterprise delivery in pharma, banking, retail, and manufacturing. Their work sits at the intersection of data engineering, AI, and digital transformation, services that require trust, domain depth, and a clear track record to sell effectively. The website, typically the first serious evaluation point for enterprise prospects, was not reflecting any of that. Capabilities were real; the digital presence was not doing them justice.

The brief was direct: build a website that matches MResult's standing as an enterprise technology partner. Not one that inflates what the company does, but one that articulates it with the clarity and confidence the work deserves. Content consumption, not visitor volume alone, was established as the primary measure of success from the outset.

Rato Communications was engaged to design, build, and deploy the new mresult.com, covering information architecture, brand interpretation, content writing, development, quality assurance, and SEO optimization. The scope was demanding and the timeline was six weeks. Both were met.

The website subsequently won the Best Corporate Website award at the Big Bang Awards, recognition that confirmed what the brief set out to achieve.

Scope Of Work

The project spanned the full lifecycle of website delivery, from strategic content planning to live deployment across five functional areas.

01 Competitive & Design Research

- Conduct a structured competitive audit across eight benchmarked companies, evaluating content strategy, design quality, information architecture, and interactive elements. Each competitor was scored across content and design dimensions to establish a clear performance baseline.
- Identify UI/UX best practices from the competitive set, covering responsive design standards, whitespace and layout principles, call-to-action placement, and the balance between technical depth and accessibility.
- Translate research findings into a proposed information architecture (IA) and content strategy, establishing the structural foundation, navigation labels, page hierarchy, and content flow.

02 Web Design & Development

- Design and develop a custom WordPress website adhering strictly to MResult's brand guidelines.
- Create all wireframes in Figma before handoff to development, ensuring design fidelity was locked before a line of code was written.
- Build and test all features on a dedicated staging environment, with sign-off from MResult before any content was pushed to the live site.

03 Content Strategy & Writing

- Write and structure content across all service, industry, innovation, and careers pages, with a mandate for specificity, narrative flow, and enterprise-appropriate tone.
- Develop a gated case study resource library, including a download form and automated email delivery.
- Produce an outcome-based navigation mechanism enabling visitors to self-direct by business objective rather than service category.

04 SEO & AEO Optimization

- Structure the site architecture, internal linking, metadata, and content hierarchy for search and answer engine optimization from the first build phase, not as a post-launch retrofit.
- Set up Google Analytics 4 tracking for website traffic, engagement time, and resource downloads in line with MResult's stated KPIs.

05 Technical Integrations

- Integrate Ceipal ATS into the careers section for structured job listing and application management.
- Configure lead capture, general contact, and case study download forms with internal mailbox routing.
- Deploy Mailerlite automation for case study delivery upon form submission, a lightweight but effective lead qualification mechanism.

06 Project Management

- Apply Agile methodology with regular review and working sessions throughout the six-week delivery cycle.
- Manage all tasks, approvals, and communications for full visibility and accountability across the team.

07 HACK (Human + AI Content Kreator)

- HACK is Rato Communications' proprietary framework for combining AI capability with human creative and strategic judgment. On this project, it was applied across two distinct workstreams.
- In content, HACK was used to align copy with SEO requirements, maintain stylistic consistency across the full site, and ensure every page held to the same voice and tone standard.
- In design, each static visual was built through a deliberate combination of AI generation and skilled human design, the first time Rato applied this approach at scale. The result was a library of imagery that is contextually precise, brand-consistent, and entirely original; no stock photography, no generic assets.

The Challenges

As MResult's market presence grew, the gap between its actual capabilities and what its website communicated continued to widen. The challenges ran deeper than aesthetics.

01 A Multi-Service Portfolio Without A Unifying Narrative

MResult's capabilities: data analytics, generative AI, agentic systems, cloud infrastructure, DevSecOps, quality engineering, span considerable technical ground. Presented without coherent architecture, this breadth reads as scattered rather than comprehensive. The website needed to make the range feel like a purposefully integrated system, not a menu of disconnected offerings.

02 Brand Expression Without Visual Clichés

MResult's own brand guidelines demanded composure: no inflated language, no generic stock photography, no visual noise. Achieving a distinctive digital aesthetic within those constraints, at scale, across a site with multiple service and industry verticals, required a fundamentally different approach to imagery.

03 Content With A High Bar For Specificity

Content consumption was the primary KPI. That ruled out filler. Every page needed to earn the reader's attention by being specific, purposeful, and structured to guide enterprise decision-makers through a complex offering. Technical evaluators and senior buyers would not spend time on vague copy.

04 Five Distinct Industry Audiences On One Platform

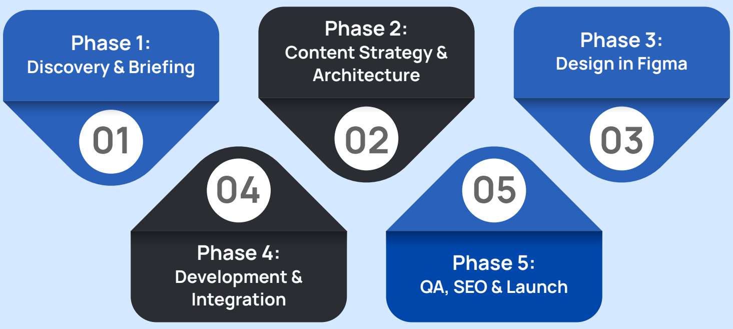
The site had to speak meaningfully to pharma compliance officers, financial services operations leaders, retail supply chain managers, and manufacturing engineers, simultaneously, without diluting the experience for any of them or forcing everyone through a generic services page.

05 Full Technical Delivery Within Six Weeks

The scope included a custom WordPress build, ATS integration via Ceipal, gated content delivery via Mailerlite, multi-form lead capture, SEO and AEO optimization, and a complete staging-to-live QA process. Six weeks is a compressed window for this volume and complexity of technical work.

Our Unique Process

Rato Communications applied a structured five-phase delivery model. Each phase had defined outputs and clear handoffs, keeping the project focused and the timeline intact.



Phase 1: Discovery & Briefing
01

Phase 2: Content Strategy & Architecture
02

Phase 3: Design in Figma
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04
Phase 4: Development & Integration

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Phase 5: QA, SEO & Launch

01 Phase 1: Discovery & Briefing

Work began with a thorough intake: reviewing MResult's brand guidelines, existing digital footprint, service architecture, and audience profile. A structured information-gathering questionnaire captured goals, content requirements, technical integrations, design preferences, and compliance needs before the first wireframe was drawn. This front-loaded clarity established mutual alignment on scope and prevented the kind of mid-project course corrections that erode timelines.

02 Phase 2: Content Strategy & Architecture

With the brief fully established, the content team mapped the site architecture, defining page structure, content hierarchy, and the narrative progression between sections. The guiding principle was storytelling continuity: each section was designed to lead naturally into the next, moving visitors from awareness to understanding to intent without forced transitions. The outcome selector, a tool allowing visitors to navigate by business objective rather than service label, was conceived and specified at this stage.

03 Phase 3: Design in Figma

A senior UI/UX designer translated the content architecture into detailed wireframes and high-fidelity visual designs in Figma. MResult's brand palette, deep blue and ochre, was applied with discipline across every template. Custom imagery produced through AI generation replaced stock photography entirely, maintaining visual consistency across the site while staying true to the brand. The design language was clean, grid-based, and built to function as well on mobile as on desktop. All designs were reviewed and approved by MResult before development began.

04 Phase 4: Development & Integration

Two developers built the site on WordPress with a custom theme, implementing the Figma designs with precision. Integrations were executed in parallel: Ceipal for the careers and ATS module, Mailerlite for automated case study email delivery, and custom forms for lead capture, general contact, and outreach. All development and testing took place in a dedicated staging environment. Nothing went live without passing QA and receiving explicit client approval.

05 Phase 5: QA, SEO & Launch

A dedicated two-person QA team ran design and development checks concurrently, testing visual fidelity, functional reliability, cross-device performance, and integration accuracy. SEO and AEO optimization was built into the site architecture from phase one, covering page structure, metadata, internal linking, and content formatting. ClickUp tracked every task and approval through to launch. The project went live within the agreed six-week window.

The Solution

The delivered website does what the brief required: it communicates MResult's capabilities with authority, presents a complex service portfolio with clarity, and gives enterprise visitors a direct path from interest to engagement.

01 A Content Architecture Built Around Buyer Intent

The homepage outcome selector is the centrepiece of the user experience. Instead of asking visitors to navigate by service category, it invites them to select their desired business outcome, better data visibility, reduced operational costs, faster reporting, compliance assurance, and routes them to the relevant solution directly. It is a small interaction with a meaningful effect: it keeps enterprise buyers oriented in a complex offering and reduces the friction of self-directed research.

02 AI-Generated Imagery With Visual Discipline

Every image on the site was produced through AI generation, calibrated to MResult's brand palette and content context. The result is a site that looks distinctive without being decorative. Imagery reinforces the content it accompanies rather than filling space around it, and the visual language remains consistent from the homepage through to the most detailed service page.

03 Content Written For Enterprise Readers

Across service, industry, and innovation pages, the copy is specific and earns its place. The Lab to Factory concept, MResult's methodology for prototyping in a derisked environment before enterprise rollout, is explained with the depth a technical evaluator needs. The AI Labs section positions MResult's innovation infrastructure without relying on inflated language. Industry pages address sector-specific workflows in terms that domain professionals will recognize as accurate.

04 A Technical Foundation Built For Editorial Control

WordPress with a custom theme gives the MResult team the ability to manage and expand content without sacrificing the design integrity established at launch. The gated case study library, form-triggered and Mailerlite-powered, creates a lightweight lead qualification mechanism. The Ceipal-integrated careers module brings hiring directly into the site experience without requiring third-party redirects.

05 SEO And AEO As Architecture, Not Afterthought

Search and answer engine optimization was embedded in the site from the initial architecture phase, in how pages are structured, how content is organized and titled, and how metadata is written. The site builds organic discoverability from launch, not from a later retrofit.

The Results

The website delivered on every stated objective and earned recognition that extended beyond the original brief.

01 Best Corporate Website — Big Bang Awards

The site was recognized in the Best Corporate Website category at the Big Bang Awards. The award reflects the quality of design thinking, content strategy, and technical execution that went into the build, and validates the brief that defined it.

02 Full Scope Delivered In Six Weeks

A custom-designed, fully integrated WordPress website, with ATS connectivity, automated case study delivery, multi-form lead capture, and comprehensive SEO, was designed, built, tested, and launched within the agreed six-week timeline.

03 A Platform Built For Content-Driven Growth

With a gated resource library, downloadable case studies, and a structured blog infrastructure in place, MResult now has the foundation to build consistent organic traffic and nurture enterprise prospects through the content they already produce.

04 Coherent Brand Expression At Enterprise Scale

The site reflects the maturity and precision of MResult's actual work, the kind of presentation that supports substantive conversations with enterprise procurement teams and senior technical stakeholders, where first impressions carry real commercial weight.

Client Testimonial

> ★★★★★
>
> Rato Communications took the time to understand our specific business requirements and delivered a modern, intuitive interface with clearly defined user journeys. The team showcased strong technical expertise, communicated transparently, and displayed commendable dedication to meeting timelines.
>
> *— Sooraj Rajmohan, MResult*

Your website is your most consistently available commercial asset.

If it is not working as hard as your team does, we can help change that. Connect with Rato Communications to start the conversation.