/ Success story

Comprehensive usability, technology & SEO audit for LUXY™

LUXY™, a premium booking platform for ground transportation, recently launched a redesigned **Next.js-based** website powered by Strapi Headless CMS. However, after launch, **organic traffic declined,** raising concerns about **technical misconfigurations that led to lower rankings and a poor user experience.**

LUXY™ suspected that **some aspects of their Strapi setup, content delivery, or NextJS implementation** might be incorrectly implemented, but lacked the **in-house expertise** to diagnose the issue effectively. To resolve these challenges, they sought an expert-led **usability, technology, and SEO audit** from **VirtusLab**, a recognized authority in the **Strapi ecosystem**.

VirtusLab's audit uncovered key factors contributing to the traffic decline and provided **actionable recommendations**, helping LUXY™ restore and enhance its **online visibility and user engagement.**

🔷 The Challenge

LUXY™ introduced several major updates to its website with specific goals in mind.

- **A complete rebrand**, redefining the **look and feel** and optimizing user journeys to improve conversion rates.
- **NextJS Isomorphic Rendering**, leveraging **Server-Side Rendering (SSR)** and **Client-Side Rendering (CSR)** for a modern, interactive experience.
- **Strapi Headless CMS**, to use its **flexibility and content management capabilities.**

Despite these enhancements, the platform saw a **decline in organic traffic** shortly after launch. As **organic traffic was an essential revenue driver**, LUXY™ needed to determine whether the issue stemmed from **SEO misalignment, user experience challenges, or technical limitations** in their implementation.

While the **in-house team suspected potential misconfigurations,** they lacked **specialized expertise in Strapi, NextJS, and SEO best practices** to pinpoint and resolve the problem. Seeking **an independent, expert-driven assessment,** LUXY™ engaged **VirtusLab for a deep audit.**

⚙️ The solution

VirtusLab conducted a comprehensive usability, technology, and SEO audit, assessing multiple aspects of LUXY™'s platform:

- **Accessibility Audit**
  - Performed WCAG compliance tests on key website components to identify areas where accessibility gaps could impact user engagement and traffic.
- **User Experience (UX) Analysis**
  - Evaluated the impact of the redesigned user journeys on engagement and conversion.
  - Provided behavioral insights and recommendations to enhance usability and improve retention.
- **Information Architecture Review**
  - Assessed content structure, layout, and navigation, ensuring alignment with SEO best practices.
  - Identified areas where first-impression impact and user clarity could be improved.

- **Strapi Headless CMS Configuration**
  - Analyzed the setup, data schema complexity, and performance of the CMS.
  - Verified whether content delivery was optimized for SEO and efficient daily operations for the marketing team.
- **NextJS Implementation Audit**
  - Examined how SSR and CSR were used, ensuring that search engines could properly index content.
  - Reviewed rendering techniques to optimize performance and engagement.
- **SEO Evaluation**
  - Conducted a technical SEO review, using industry-standard tools to assess search engine visibility and optimization effectiveness.
  - Identified on-page factors that impacted search rankings.

> *"VirtusLab was one of the Strapi Partners we considered asking for a deep audit of our new website, as we presumed that some misconfiguration or how we're consuming the data might cause the issues we were facing.*
>
> *Their team proved the top expertise in the area, not only in Strapi but also in **User Experience, NextJS, and SEO,** by performing a **deep and comprehensive audit** of our solution. They identified the root causes of the organic traffic drop and proposed a **set of solutions** for our engineering team to implement. The outcome was **far more detailed and touched a wider scope than even expected.***
>
> *Definitely would like to work with the VirtusLab team again and use their expertise."*

Eric Redding
Strategic Operations & Revenue Growth
LUXY™

⭐ The results

With VirtusLab's expertise, LUXY™ received a **detailed audit report** with actionable insights, helping them address **key issues affecting traffic and visibility.**

The audit:

1 **Identified** multiple areas contributing to the **traffic decline,** including **SEO inefficiencies, user experience challenges, and technical considerations.**

2 **Guided** LUXY™'s **engineering team** on **corrective actions, p**roviding a roadmap to **restore traffic and optimize performance.**

3 **Advised** on **SEO best practices,** ensuring **long-term search visibility and improved ranking potential.**

4 **Provided recommendations** to make **Strapi more efficient** for **daily content management.**

5 **Outlined strategies** for **ongoing maintenance,** helping LUXY™ sustain **performance and search visibility improvements.**

About VirtusLab

VirtusLab, established in 2010 and headquartered in Poland, is a global software technology company specializing in Scala consulting, ML engineering, developer productivity, and custom software solutions. By actively contributing to open-source communities, including Scala, the company drives innovation, enhances developer experience, and collaborates with enterprises in logistics, insurance, manufacturing, and retail.

Let's connect

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