



CASE STUDY

HOW **NEBS** MODERNIZED ITS ONLINE PRESENCE FOR THE NEXT GENERATION OF BUSINESS BUYERS & SELLERS



THE CHALLENGE

NEBS sought to modernize its decades-old website to better reflect the professionalism and reputation the firm had built over many years in business. The existing website lacked a modern user experience, mobile optimization, and strong conversion paths for prospective buyers and sellers. Additionally, the firm wanted a scalable platform that would improve online visibility while supporting future marketing and growth initiatives.

- 01 Outdated Digital Presence
- 02 Limited Lead Generation
- 03 No Marketing Infrastructure

THE SOLUTION

SmithDigital redesigned and modernized the NEBS website using HubSpot Content Hub and the CLEAN Pro theme. The project focused on improving user experience, strengthening SEO foundations, modernizing the visual design, and creating a more conversion-focused website experience. SmithDigital also improved the site structure, mobile responsiveness, navigation, and overall usability while ensuring the new platform would be easier to manage and scale moving forward.

"For firms looking to modernize their online web presence and build a more scalable digital foundation, SmithDigital was a great partner throughout the process."

- Leadership Team | *New England Business Sales*

THE RESULTS

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Modern Digital Experience
A professional website that elevates NEBS' brand and showcases their project expertise.
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Increased Lead Volume
Steady growth of qualified inbound leads through optimized content and conversion points.
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Marketing Automation
HubSpot workflows and automation improved efficiency and lead nurturing.
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Better Insights & ROI
Centralized reporting and dashboards provide visibility into performance and ROI.

KEY TAKEAWAYS

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A modern website builds credibility and reflects the strength of your brand.
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Inbound marketing attracts the right audience and turns interest into opportunities.
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Marketing automation improves efficiency and drives consistent results.
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Data-driven decisions lead to smarter strategies and stronger growth.