

Dynavac

Website Redesign & Lead Generation

OBJECTIVES

Dynavac, a Massachusetts-based manufacturer of industrial thermal vacuum and thin film deposition systems, needed a modern website to support ambitious business goals. Their primary focus: improving how technical buyers access critical information across multiple industries while increasing visibility, engagement, and lead generation.

- Improve SEO to attract qualified, organic traffic
- Reduce bounce rates by elevating content relevance
- Guide visitors to technical content with industry-specific navigation
- Increase lead capture through improved UX and conversion points
- Build competitive advantage in core markets and expand into new ones

SOLUTION

- Designed and developed a modern WordPress site to simplify navigation and improve content discovery.
- Integrated HubSpot for streamlined lead capture, sales enablement, and internal communications.
- Built a dynamic resource picker that serves industry-specific content based on user needs.
- Applied SEO best practices and technical content structuring to increase search visibility.
- Delivered easy-to-manage content tools for Dynavac's team to update the site with news, blogs, and case studies.

RESULTS

Dynavac's new website delivers a high-impact digital experience that connects technical buyers with the content they need — and drives sales conversations across industries.

Smarter Navigation, Stronger Engagement

The new UX guides visitors to relevant content faster, reducing friction and improving conversion rates.

Vertical-Specific Content Strategy

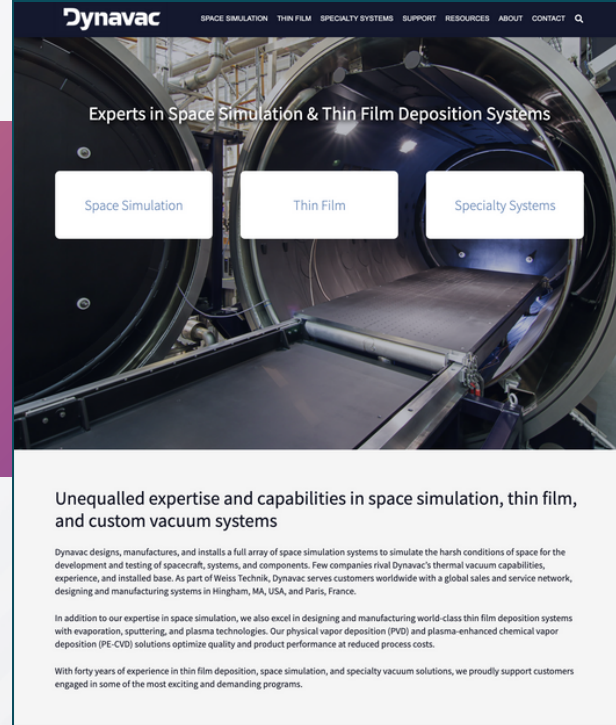
A dynamic content structure serves industry-specific content on each page, reinforcing Dynavac's leadership across multiple markets.

B2B Lead Generation Engine

SEO improvements, strategic CTAs, and simplified access to technical content create more opportunities for visitor conversion and contact capture.

Scalable for Growth

With easy-to-manage tools and flexible content systems, Dynavac is positioned to grow both within its core verticals and into new markets.



Unequalled expertise and capabilities in space simulation, thin film, and custom vacuum systems

Dynavac designs, manufactures, and installs a full array of space simulation systems to simulate the harsh conditions of space for the development and testing of spacecraft, systems, and components. Few companies rival Dynavac's thermal vacuum capabilities, experience, and installed base. As part of Weiss Technik, Dynavac serves customers worldwide with a global sales and service network, designing and manufacturing systems in Hingham, MA, USA, and Paris, France.

In addition to our expertise in space simulation, we also excel in designing and manufacturing world-class thin film deposition systems with evaporation, sputtering, and plasma technologies. Our physical vapor deposition (PVD) and plasma-enhanced chemical vapor deposition (PECVD) solutions optimize quality and product performance at reduced process costs.

With forty-years of experience in thin film deposition, space simulation, and specialty vacuum solutions, we proudly support customers engaged in some of the most exciting and demanding programs.

AT A GLANCE

CHALLENGES

- Outdated site structure made it hard for visitors to find technical content
- Needed to improve SEO, engagement, and lead generation
- Required a scalable platform to support industry-specific messaging

BENEFITS

- Visitors connect quickly with industry-specific content, accelerating lead generation.
- HubSpot integration enables automated lead capture and sales follow-up.
- SEO-focused architecture attracts more qualified traffic and boosts engagement.

