inFocus
PAYROLL LLC

InFocus Payroll revamps
its website, adding powerful integrations
to better serve clients

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2018

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Accounting and
payroll services

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Evanston, IL

InFocus Payroll founder Brian Bohley shares how B12's unique web
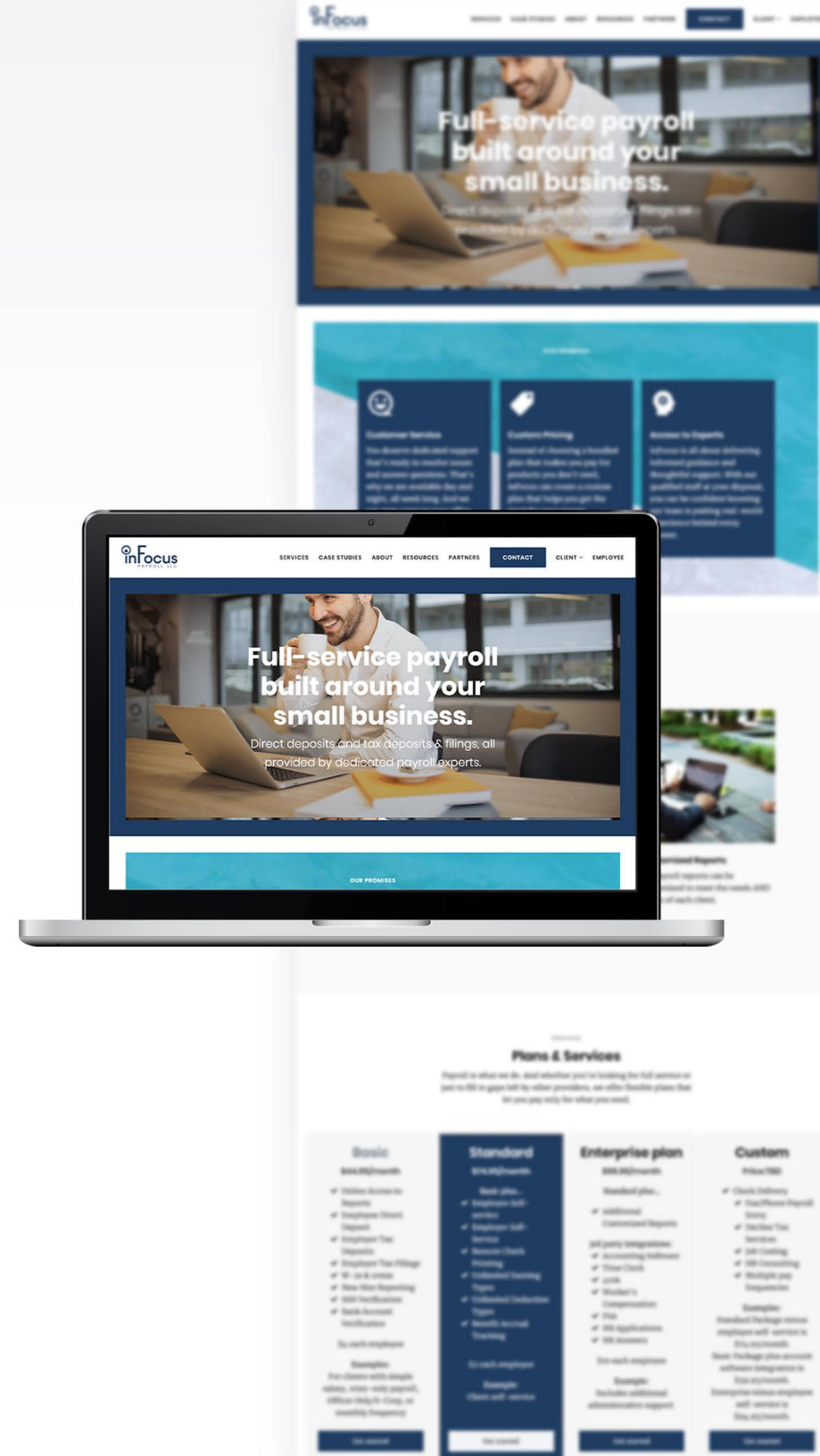design model delivers exactly what he needs to grow his business.

Bucking toxic tradition to offer a better, more fair payroll solution

Founded in 2012, InFocus Payroll offers custom payroll services to clients in small- and medium-sized businesses, startups, and nonprofits. While many traditional payroll services tend to be glorified software with poor customer service and hidden fees, InFocus is something completely different.

InFocus Payroll started after Brian observed the frustrating experience that clients face dealing with payroll bureaus. His years of working in the payroll industry revealed cracks in the existing infrastructure.

"Payroll services prey on clients who make mistakes and will charge them fees. Clients often have no choice but to accept these fees. I hated that part of the industry."

Brian knew that to make an impact in this industry, he had to build something new. He left a more traditional payroll company to create something revolutionary on his own.

Website needed a redesign and the option to make regular changes

Eight years of referral marketing helped grow InFocus Payroll exponentially. But as time went on, Brian felt its online presence, which worked well in the past, was now subpar compared to competitors. The company's website was in dire need of a redesign.

Before B12, InFocus Payroll's website was created by a freelance website designer. Brian had little control to update the website and was forced to rely heavily on the designer. This frustrated him, as he wanted the ability to make minor changes anytime while retaining a designer's support. With the right solution, Brian could be as hands-on (or off) as he wanted while staying focused on growing his business. With this balance as the goal, he started his search for website design options and found B12 on Facebook.

Intrigued by the use of artificial intelligence to create websites, Brian was blown away by his initial draft and immediately scheduled a call with a B12 design consultant. The exemplary support and knowledge during the free consultation solidified InFocus Payroll's choice to work with B12. By the end of the first consultation, Brian purchased a B12 plan.
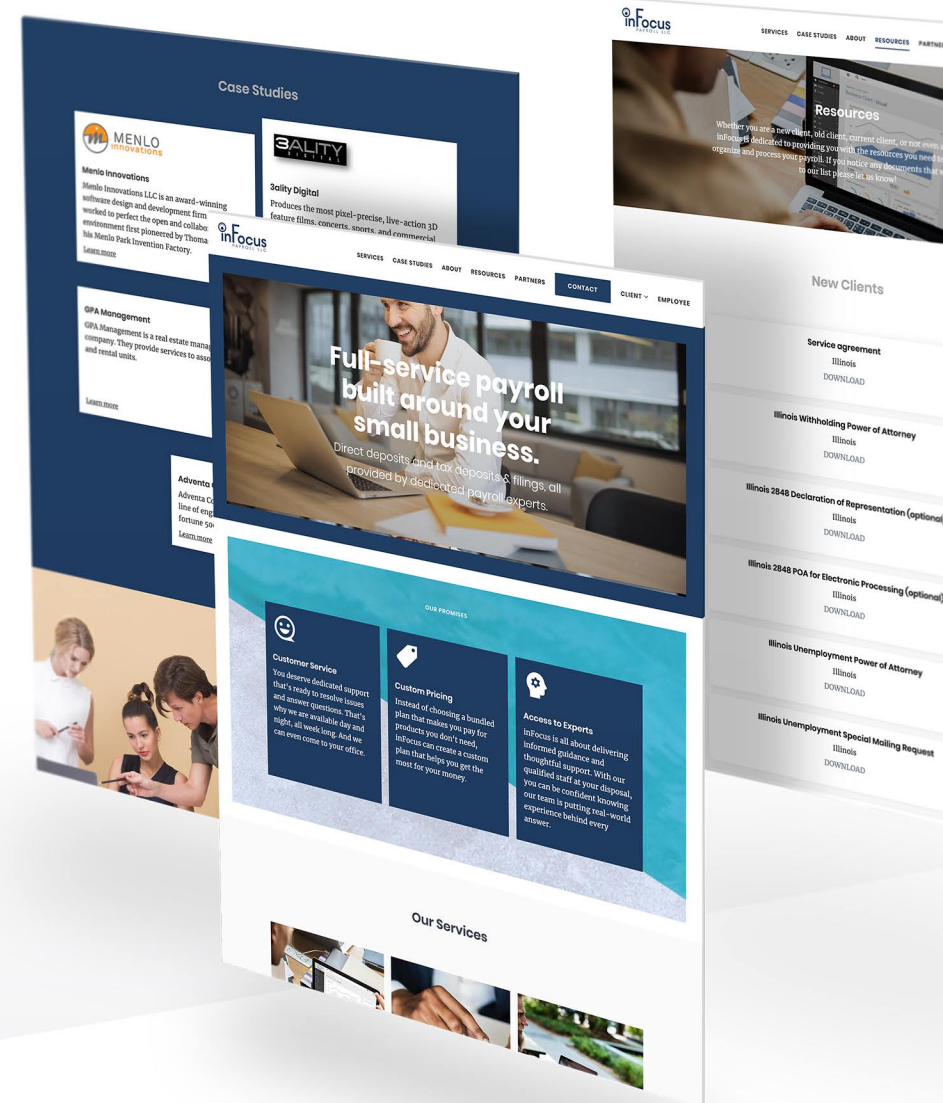
Integrations, support, and control

B12 was able to design a site that communicated InFocus Payroll's top-notch service and suited Brian's needs. Within a week, the new website officially launched.

Before B12, the company's website integrations had to be manually added on the backend. This previously hindered InFocus Payroll's web design process, and Brian was extremely cautious of this particular adjustment.
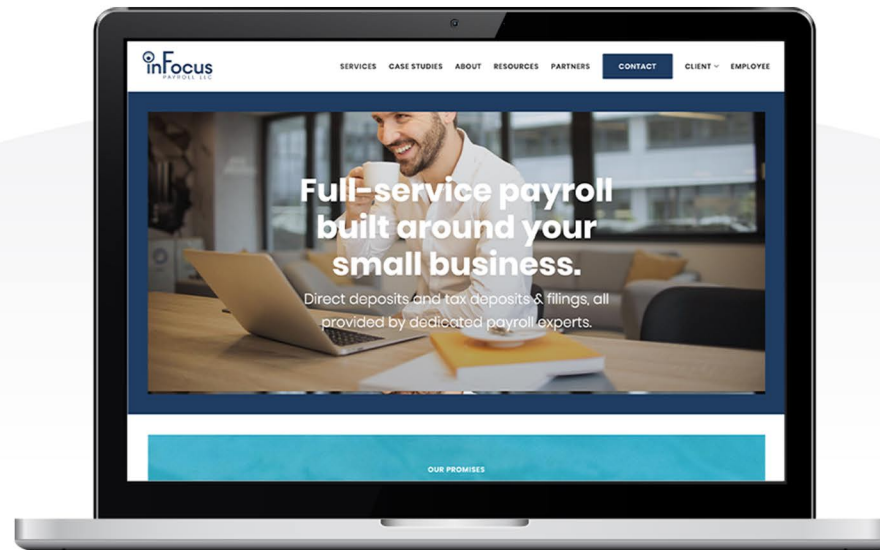
"B12 was easily able to include several integrations, such as Calendly and Drift, that facilitate communication with my clients. The experience was seamless, unlike my previous website design experience."

Looking to the future, Brian wants InFocus Payroll to grow and become the best payroll, bookkeeping, and tax service out there, and he's confident that B12 has positioned the company to make this a reality.
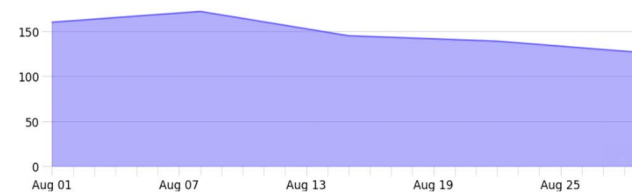
RESULTS

Infocus had 150% more contact form submissions this month! See other notable metrics below.

Traffic history

Search rankings

	payroll experts	Infocus payroll
Google Average of local and organic	-	-
Yahoo! Average of local and organic	12 (+6)	70 (-11)
Bing Average of local and organic	11 (+9)	-

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I love the hybrid approach that B12 uses for web design.

It's inevitable to look for automation as a solution, but there needs to be a human element. B12 can achieve both by automating the mundane aspects of design and still offering that personalized human touch. I appreciate that.

Brian Bohley
Founder and CEO