



Case with Epiroc

Ingela Jerat
Global Web Manager



Ingela Jerat.
#epiroc
#epirocmine
#digitaldevelopment
#digitalization



You can't manage what you do not measure.

You can't
manage what
you don't
measure.



Epiroc's external websites is the hub of our external communication

Statement



We measure

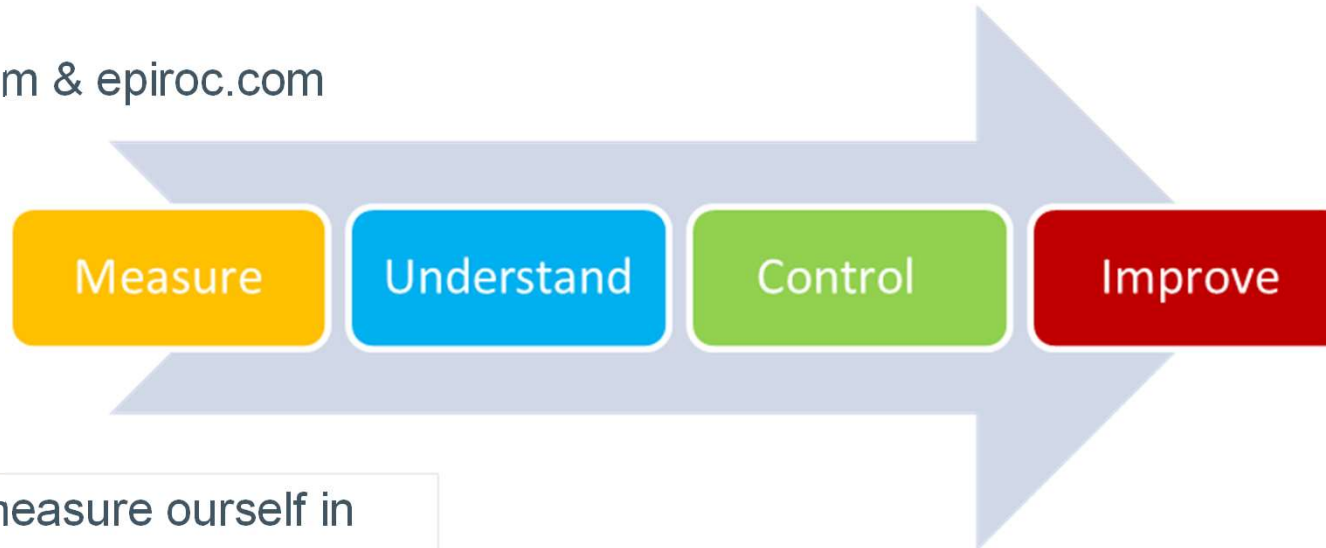
Part of the pie.

- We measure ourself against competitors.
- We measure what our visitors/ users like dislike.
We do this through our own statistics and also a survey on the website.
- We also make sure our website holds high quality standard.
Quality report we have today is Monsido.
- Web speed is very important, here we use Google Web Speed report and Lighthouse tool.
- Trends and actions we follow with our own tool Adobe AEM.



Web

- Epirocgroupp.com & epiroc.com



Every fall we measure ourself in order to improve:

- Survey on our website
- Adobe Analytic tracking
- Google Web Speed report
- Quality report
- Competitors - Comprend report

You can't manage what you don't measure.

We start over every fall and start measure again.

We do this because we want to improve.

Part of the pie.

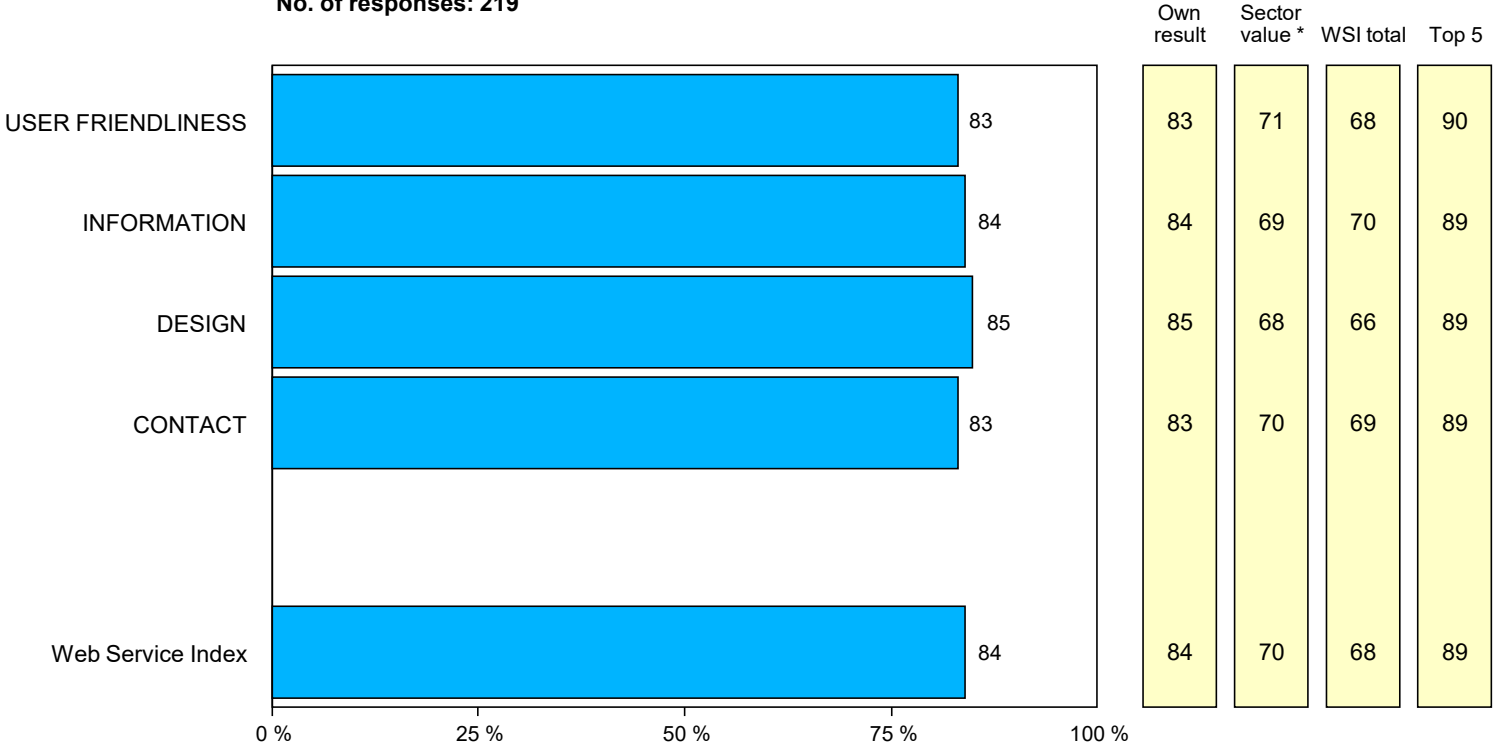
- A list of improvement.
- We do not guess, we have done our homework.
- We have a reason for doing the improvement.

***I believe in steady improvements.
We improve things step by step.
The agile way of working.***



SUMMARY

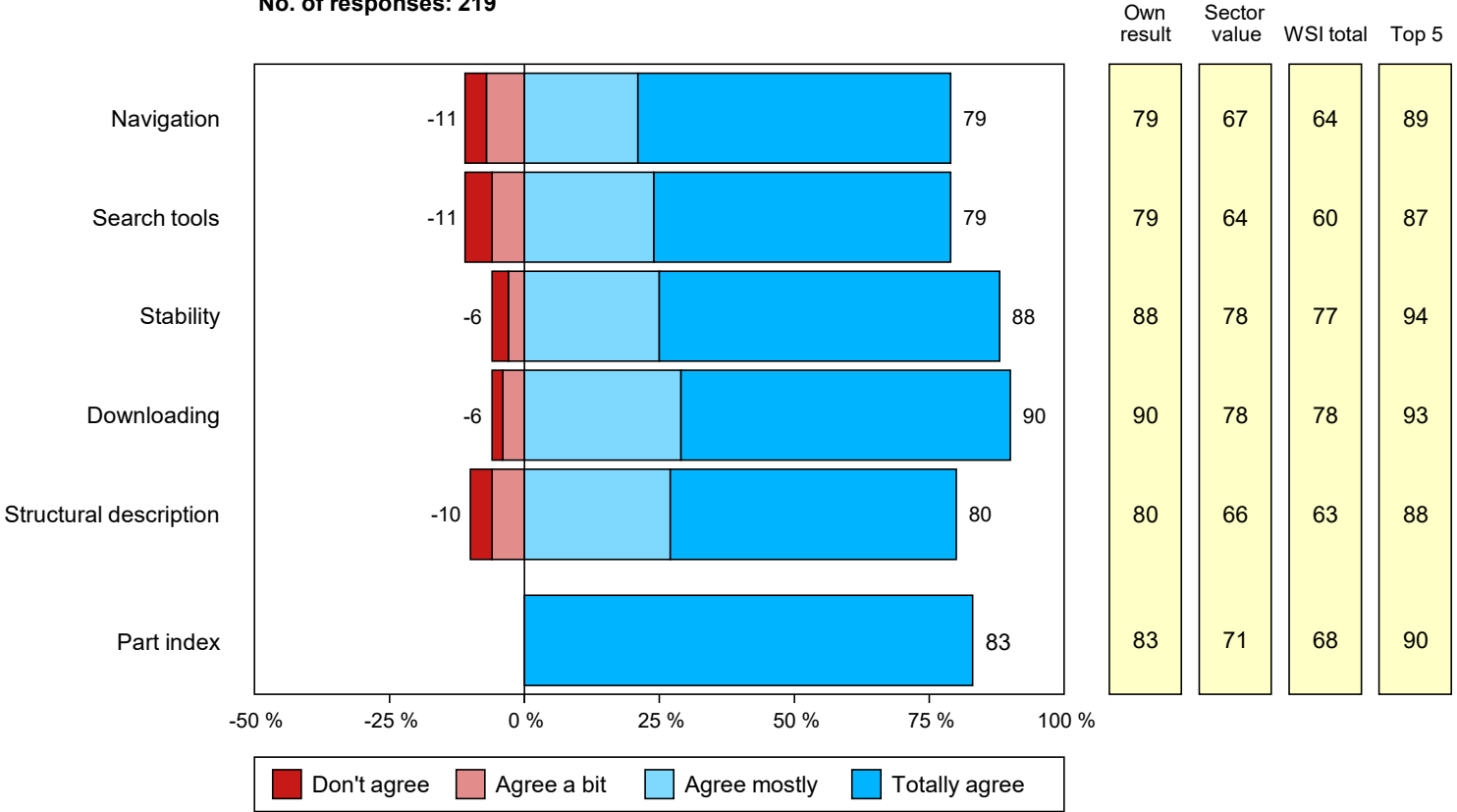
No. of responses: 219



*Group

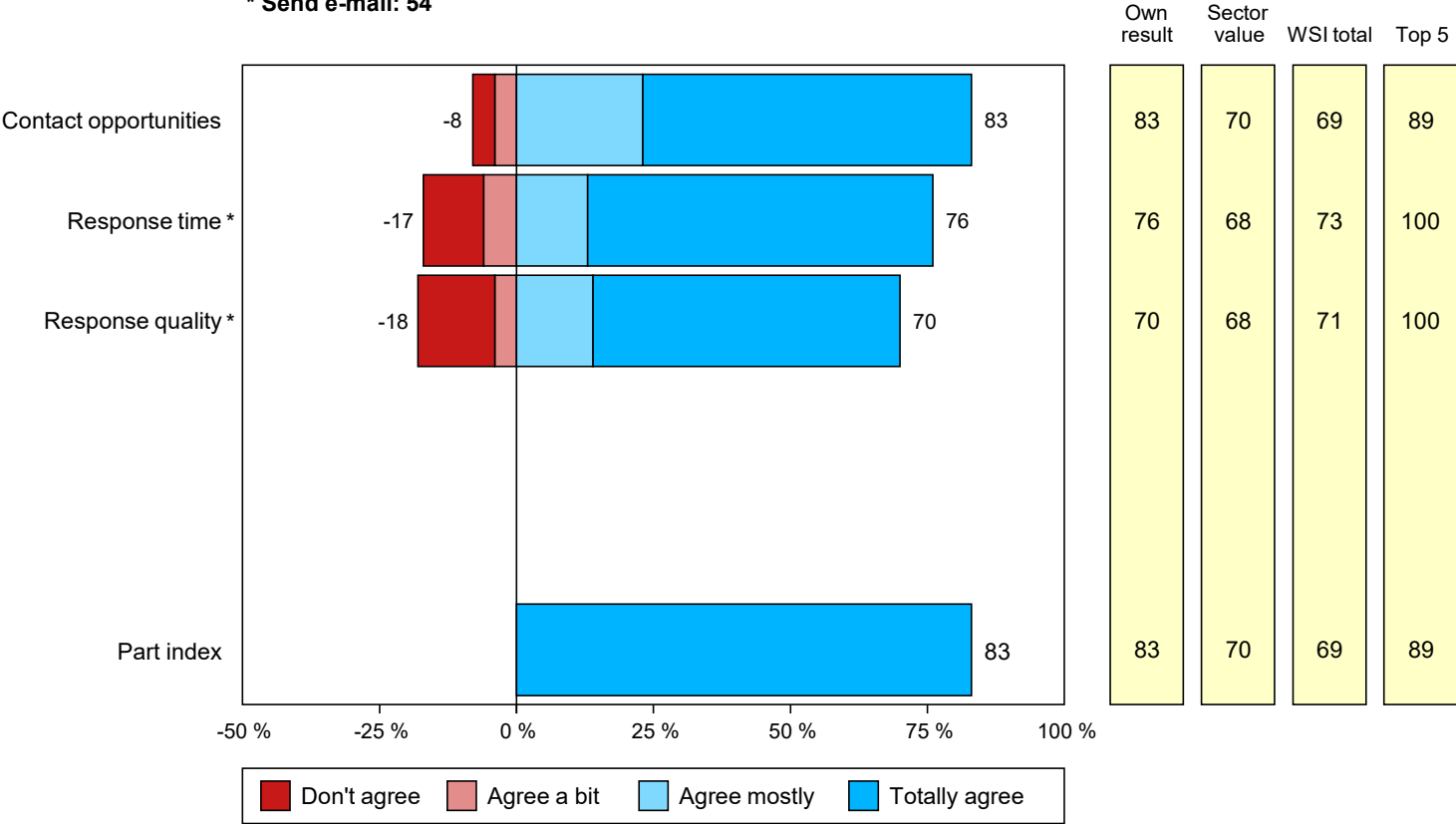
USER FRIENDLINESS

No. of responses: 219



CONTACT

* Send e-mail: 54



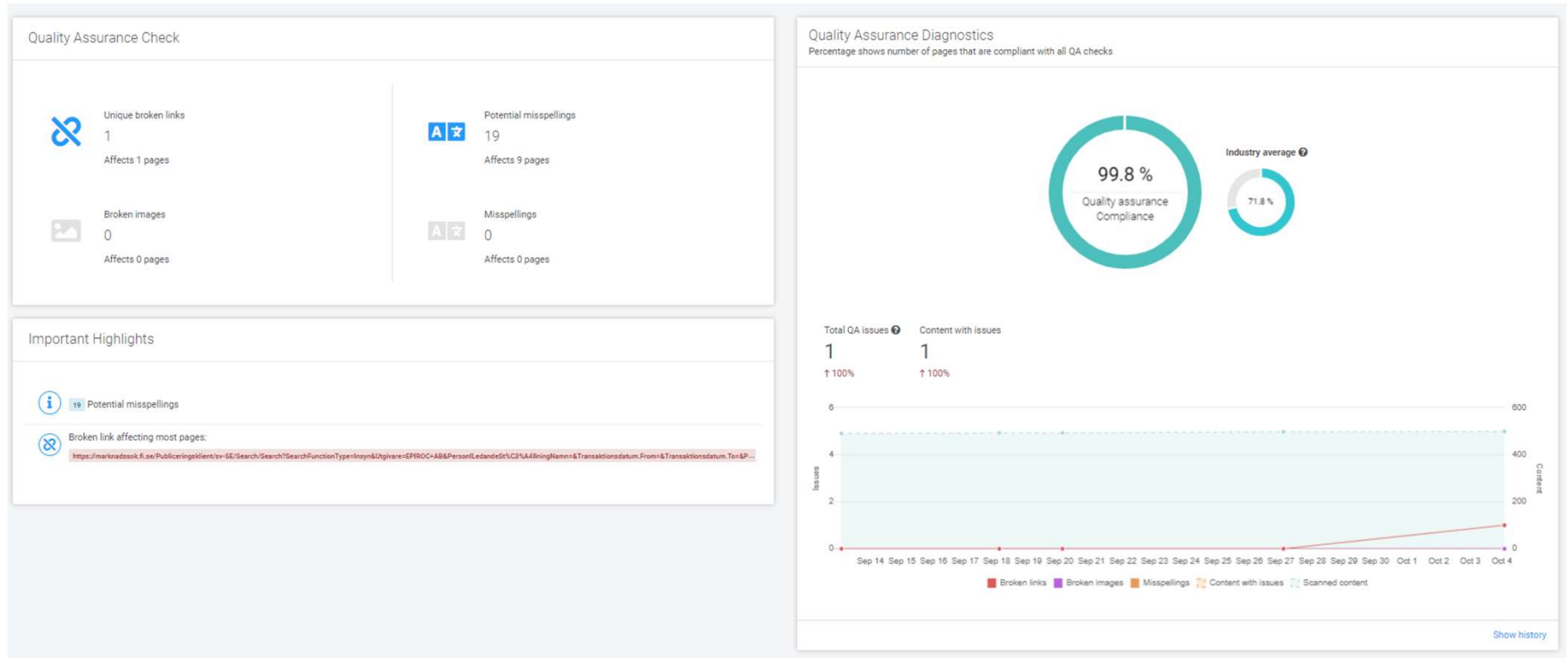
Action that came out the survey:

Survey on epirocgroup.com

- Contact:
 - I added a FAQ.
 - We cleaned up all inboxes.
 - I contacted all owners to make the aware of the importance to answer.
- Search:
 - We removed the IR-calendar.
 - We changed the settings on the survey tool, phrases and dates in listings.
 - Our Search page got new design.
- Menu
 - New design and functionality.
 - Mobile menu that show the same menu as desktop.
 - No dead ends.



Quality report



Epirocgrou.com - EN

All rights reserved by Epiroc.

The Comprend report



How are we performing compared to our competitors and other companies?

- What companies are in the top of the report and why?

Webranking by Comprend

Home > Rankings

-

Sweden top 10 average: 74% (74.1 of 100)

Rank	Company	Score
1	Sandvik Sweden - 5020 Industrial Goods and Services	86% (86.4 of 100)
2	NCC Sweden - 5010 Construction and Materials	82% (81.8 of 100)
3	Trelleborg Sweden - 5020 Industrial Goods and Services	79% (78.6 of 100)
4	Essity Sweden - 4520 Personal Care, Drug and Grocery Stores	75% (75.3 of 100)
5	Billerud Sweden - 5510 Basic Resources	72% (72.4 of 100)
6	Atlas Copco Sweden - 5020 Industrial Goods and Services	72% (71.6 of 100)
7	Holmen Sweden - 5510 Basic Resources	71% (71 of 100)
8	SSAB Sweden, Finland - 5510 Basic Resources	69% (69.2 of 100)
9	Stora Enso Finland, Sweden - 5510 Basic Resources	68% (67.9 of 100)
10	Tele2 Sweden - 1510 Telecommunications	67% (66.8 of 100)

11	SEB Sweden - 3010 Banks	66% (66 of 100)
12	Electrolux Sweden - 4020 Consumer Products and Services	66% (65.9 of 100)
13	Electrolux Professional Sweden - 5020 Industrial Goods and Services	66% (65.6 of 100)
14	Axfood Sweden - 4520 Personal Care, Drug and Grocery Stores	66% (65.5 of 100)
15	Swedbank Sweden - 3010 Banks	63% (63.2 of 100)
16	Thule Group Sweden - 4020 Consumer Products and Services	63% (62.7 of 100)
16	Assa Abloy Sweden - 5010 Construction and Materials	63% (62.7 of 100)
18	Kinnevik Sweden - 3020 Financial Services	62% (62 of 100)
19	Kindred Group Sweden - 4050 Travel and Leisure	61% (61.3 of 100)
20	Nordea Sweden, Finland, Denmark - 3010 Banks	61% (61.2 of 100)

	Sweden - 3510 Real Estate	(49.8 of 100)
59	Epiroc Sweden - 5020 Industrial Goods and Services	50% (49.5 of 100)

Compend report 2024



Epiroc has improved 33 positions.
From place 59 to place 26 – in only on year.

18	Electrolux Group	Sweden – 4020 Consumer Products and Services	65% 65.3/100
19	OX2	Sweden – 6010 Energy	65% 65/100
20	Assa Abloy	Sweden – 5010 Construction and Materials	64% 63.7/100
21	Securitas	Sweden – 5020 Industrial Goods and Services	63% 63.1/100
22	Kindred Group	Sweden – 4050 Travel and Leisure	63% 62.8/100
23	Thule Group	Sweden – 4020 Consumer Products and Services	62% 61.7/100
24	Holmen	Sweden – 5510 Basic Resources	62% 61.5/100
25	Scandic Hotels Group	Sweden – 4050 Travel and Leisure	61% 60.8/100
26	Epiroc	Sweden – 5020 Industrial Goods and Services	60% 60.4/100
27	Sweco	Sweden – 5010 Construction and Materials	59% 59.4/100
28	Ericsson	Sweden – 1510 Telecommunications	59% 59.2/100
28	Fabege	Sweden – 3510 Real Estate	59% 59.2/100
30	Volvo Group	Sweden – 5020 Industrial Goods and Services	59% 59/100
31	Alfa Laval	Sweden – 5020 Industrial Goods and Services	58% 58.2/100
32	Castellum	Sweden – 3510 Real Estate	58% 58/100
33	TietoEvyry	Finland, Sweden – 1010 Technology	58% 57.9/100
34	ABB	Switzerland, Sweden – 5020 Industrial Goods and Services	58% 57.6/100

All rights reserved by Epiroc.

So what am I doing now?

Making my list of improvements for 2025!

Ingela Jerat
Global Web Manager, Epiroc

Follow me on LinkedIn or X.

x.com/IngelaJerat



United. Inspired.

Performance unites us, innovation inspires us,
and commitment drives us to keep moving forward.
Count on Epiroc to deliver the solutions you need
to succeed today and the technology to lead tomorrow.

[epiroc.com](https://www.epiroc.com)



