

CASE STUDY

# Website Overhaul

**composure**  
DIGITAL

**1ST SECURITY BANK**

## Discover how 1st Security Bank supercharged their web traffic.

A new approach to content helped this beloved local chain serve their customers better than ever.



# Building trust through a simplified customer experience.

## The challenge

1st Security Bank got their start catering to traditional rural communities. But as they opened more locations and developed a digital presence, their audience broadened. The bank wanted to hold onto their community feel while appealing to digital natives, urbanites, and businesses.

# Building trust through a simplified customer experience.

## What we did

We dramatically reduced the amount of on-page text, relying on thoughtful structure and clear language to help visitors find their way. For particularly tricky services, we interviewed internal teams to reveal points of confusion and frustration that could be solved by the new website.

# Building trust through a simplified customer experience.

## How it helped

The website experience improved dramatically across all key data points: more visitors, more exploration, and rave reviews from workers and customers alike. 1st Security Bank improved their relationships with their newer customers by making it easy to get things done online.

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# The Work

## It's business. It's also personal.

No two businesses are alike—and neither are their finances. That's what we've learned in 85 years of banking. So when it's your turn to grow, we'll help you do it your way.

[Get Started](#) →



Home / Business Checking and Savings / Business Checking Accounts

## Business Checking Accounts

Simplify your finances with a checking account that fits the way you work.

### Checking Accounts

- Savings Accounts
- Online and Mobile Banking
- Credit and Debit Cards
- 1st Insured Cash Sweep
- Bazing Local

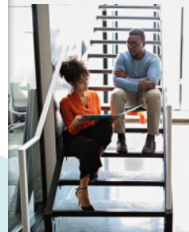
### BENEFITS

## Raise the bar on business as usual

Your checking account should never hold you back, so we built in features that help you handle your money, your way.

Every 1st Security Bank business checking account includes:

- Free debit card
- Free bill pay
- Free online statements
- Free basic online banking
- Free mobile banking
- Free notary service
- Free banking support
- Free relationship review service
- Multiple users per account
- 37,000 free ATMs in the MoneyPass network
- Higher interest rates on qualifying CDs



### ACCOUNT TYPES

#### Premier Business Checking

More transactions for large businesses

Best for you if:

Your business makes frequent transactions or uses cash management services

Transaction limits:  
None

Cash deposit limit:  
None

Earns interest?  
No

Minimum to open:  
\$100

Monthly maintenance service charge:  
\$0

#### 1st Business Checking

More transactions as you grow

Best for you if:

Your business has a moderate need for monthly transactions

Transaction limits:  
250 items, plus 300 free check deposits

Cash deposit limit:  
None

Earns interest?  
No

Minimum to open:  
\$100

Monthly maintenance service charge:  
\$0 if requirements are met. Otherwise, \$10.

#### Small Business Checking

Free with limited transactions

Best for you if:

You'd like to minimize expenses and don't need to make many monthly transactions

Transaction limits:  
200 items

Cash deposit limit:  
None

Earns interest?  
No

Minimum to open:  
\$100

Monthly maintenance service charge:  
\$0

# The Work

Home / Business / Cash Management Services

## Cash Management Services

Improve your cashflow and protect your assets. Choose from a suite of services that simplify your cash management operations. Our dedicated business bankers can help you sort thru the options or give you a quote.

[Connect with Us](#)

Looking for your Cash Management account? [Log in here.](#)

### Get started...



#### Armored car services

Safe ground transportation for cash and other valuable deposits.

[Learn More](#)



#### Alternate deposits

Convenient deposit options when you can't make it to a branch.

[Learn More](#)



#### Fraud prevention

Protection against deceptive transactions.

[Learn More](#)



#### Sweep accounts

Automated transfers that keep your balances in order.

[Learn More](#)



#### Merchant services

Set up credit/debit card processing, payment terminals, and more.

[Learn More](#)



#### Foreign exchange services

Simple global fund transfers.

[Learn More](#)



#### Premier Cash Management

Upgrade your Business Online Banking with premier cash management services.

[Learn More](#)



#### Your Cash Management Experts

Get in contact with an expert from our Cash Management team.

[Meet the Team](#)

## Banking with you at the center

We're more than your money people. We're here to help you and your community grow. Join us to see how personal service can make big things happen.

[Open an Account](#)



### VISION, MISSION AND CORE VALUES

## A culture of service

We've been serving customers and communities since 1936, and it's taught us that you only get what you give. Learn more about how we got to where we are—and how we see the future.

[Get to Know Us](#)



## What our clients say:

“It is such a noteworthy improvement. We couldn’t be happier with your work, or more impressed with your talent.”

**Donna Jacobson, VP of Marketing, 1st Security Bank**



# What it's like to work with us:



## Miriam Bookey

"Ashley delivers impeccable and thoughtful research, strategy, and creative work. She brings both depth of experience and fresh perspective — truly an impressive combination. We feel confident putting her in a central role on projects (Headspace, Oracle, etc) as she is responsible and collaborative, taking direction and guiding others with ease. We feel wildly lucky to partner with her and intend to do so again and again and again."



## Chris Elliott

"It is impossible to stop Ashley thinking. You can see her crunching on concepts from the moment the brief arrives, already devising enhancements as initial concepts develop, ways she can refine, enhance and challenge by listening to and activating others as the work comes to life. She dives deep, explores, does the research and finds something to love, the reason to get excited about every project she is contributing to. It's a rare gift to those teams, accounts and ultimately the customers that experience her work."



## Aaron Porvaznik

"Ashley is a passionate, creative leader who always delivers amazing results. Her strategic thinking, unique point-of-view, and attention to every single detail elevate the work she is part of. She is 100% committed to the success of the team and the client while being a constant advocate for the end-user. She's also a wonderful human being! I highly recommend working with Ashley."



## Jenny Haight

"She gets it." Those were the words of my co-founder when we first started working with Ashley in Summer 2015, and they continue to be the simplest and truest way to sum-up the immense value she provides as a strategic consultant. Ashley digs deep to identify and then shape data insights into guidance that's not only meaningful at a broader planning level, but also truly useful in the day-to-day. If ever there were a handbook on how to contextualize and develop your brand, Ashley will be the one you want to have holding the pen."

# Now, it's your turn.

Attract your ideal customers with marketing that showcases your values. Composure Digital can help you every step of the way.

Let's work together to find the **one big thing** that can move your business forward today.

**Build a brand customers won't forget**

**Create content that actually converts**

**Share your expertise with the world**

**Transform the customer experience**

**Reach your business goals faster**

**Outshine the competition**

# How it works



## **The Fit Call**

In just 15 minutes, you'll learn if working with Composure Digital is the right move for you. We'll share what we do best and learn what you need most. No cost, no commitments.

## **Brand Posture Workshop**

In 90 minutes, we'll help you see where your brand stands tall, where it's slouching, and craft a plan to make a striking impression on your dream customers.

## **Your Tailored Solution**

We'll recommend a suite of services based on what we learned in your Brand Posture Workshop. This could include brand development, marketing strategy, and/or content.

# Services



## Brand development

Define your brand's unique personality so you can stand out in a noisy world.



## Marketing strategy

Position your brand as a leader with a content plan that uses data to find your biggest strengths and opportunities.



## Process creation

Turn success into a formula that your team can repeat for years to come.



## Copywriting

Engage, educate, and inspire your customers with writing that lets your business shine.

# Find out what's right for you

**Book your free 15-minute fit call today.**

We'll talk about your biggest challenges and if I can help.  
No cost, no commitments.

Let's talk



# Get to know me better



I'm Ashley Laabs, founder of Composure Digital. I help purpose-driven businesses thrive. If you're ready to level-up your brand with marketing that reflects your values, let's talk.

[Learn about Composure Digital](#)

[Connect on LinkedIn](#)

[Book a fit call](#)