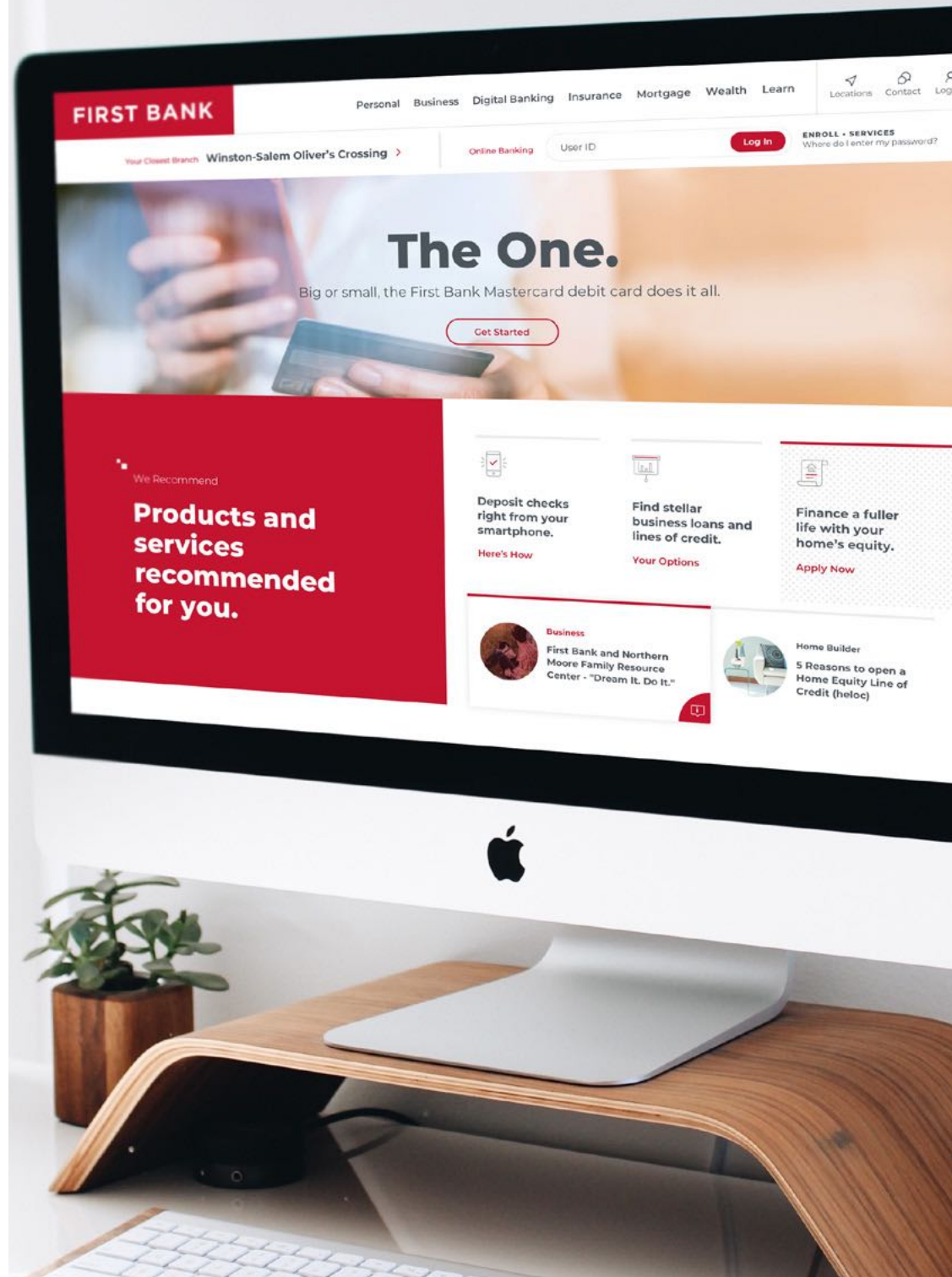


First Bank

Website Design & Development



The Project

First Bank, the largest community bank based in North Carolina, wanted its customers to be able to easily access the most relevant products and services online while experiencing the same level of helpful customer service its branches provide.

A new website was built to embody the friendly, community-focused brand, featuring personalized functionality and customizations, an enhanced user experience and a simplified user interface. Animated elements, self-selection tools, and product highlights were built to guide visitors to the right account, loan, or service they need to achieve their financial goals. For those who aren't certain about what they need, a short quiz makes recommendations based on their answers.

To drive more traffic to the site, First Bank's search engine optimization was also enhanced, helping better promote its products and services over competitors. After the launch, the new site increased signups for its services and products, and the average time spent on the site went up 10 percent.

FIRST BANK Search Log In

Locations

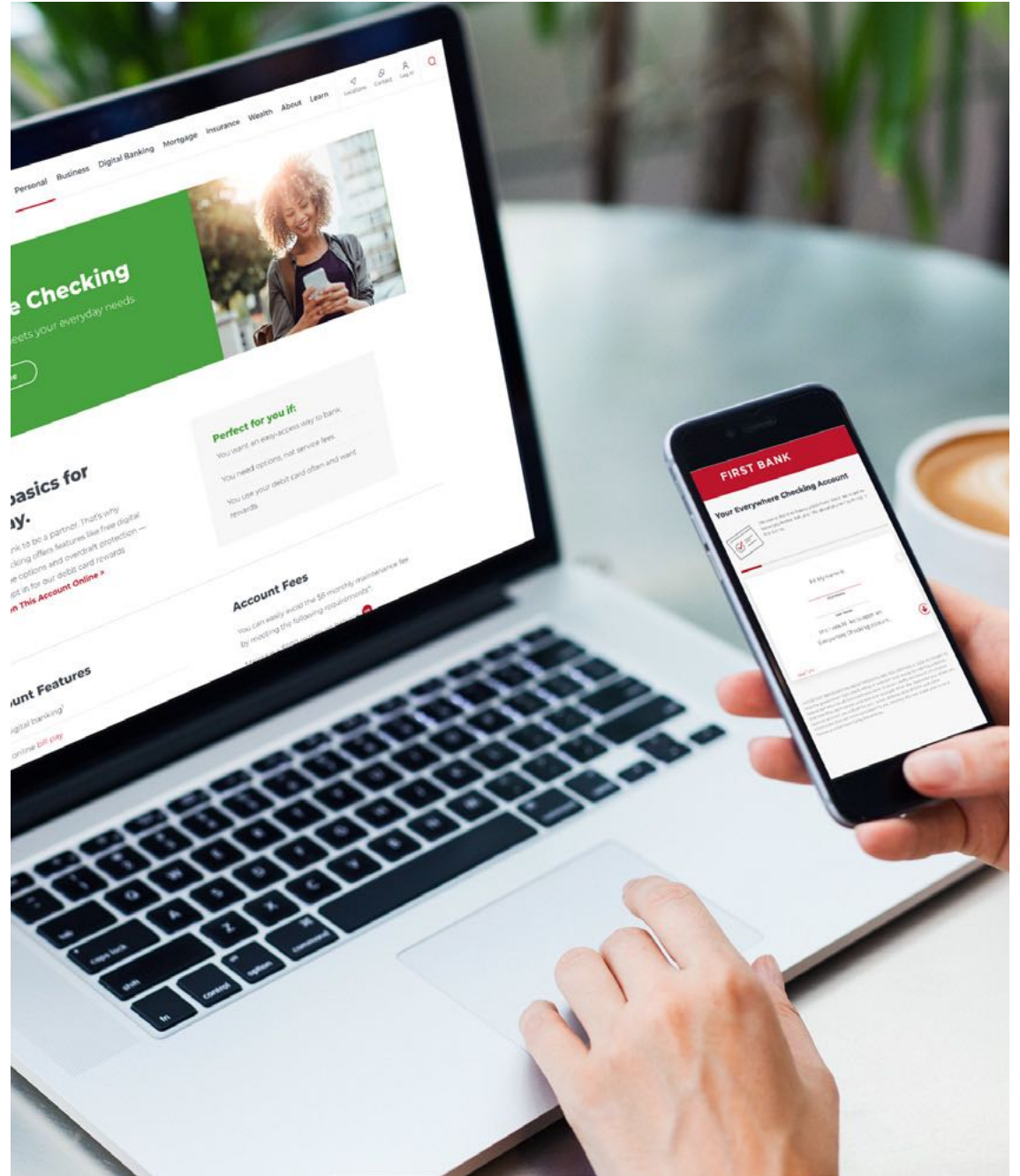
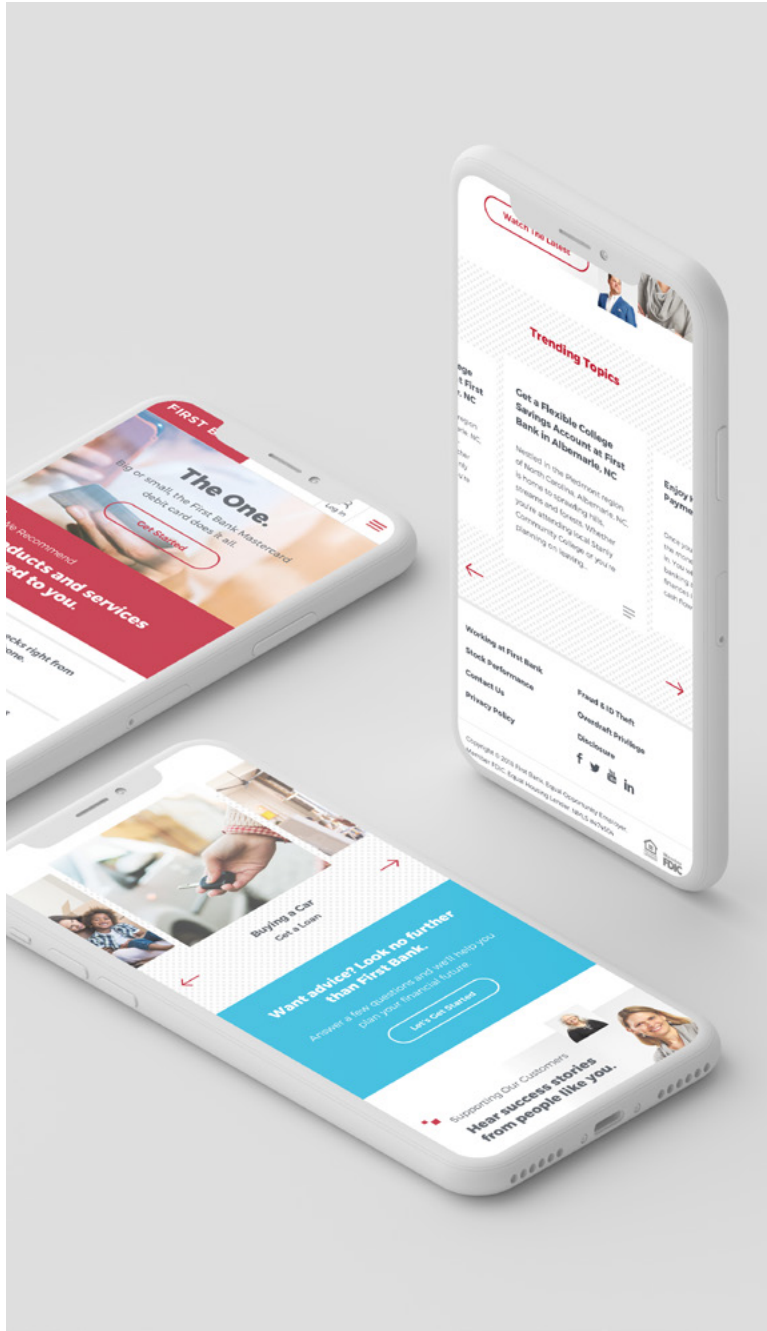
 MAP LIST

Find a local branch or ATM

Search Zip -or- City, St. **FIND** **INCLUDE FREE ATMS**

CLICK TO VIEW SITE >

Aberdeen	105 South Sandhills Blvd. Aberdeen, NC 28315 910-944-2955		
Albemarle Eastgate	1910 East Main St. Albemarle, NC 28001 704-982-4949		
Albemarle Hwy. 52	2317 Highway 52 N. Albemarle, NC 28001 704-982-6060		
Albemarle Insurance	173 North 2nd Street Albemarle, NC 28001 704-982-1156		
Anderson Creek	3210 Ray Rd. Spring Lake, NC 28390		



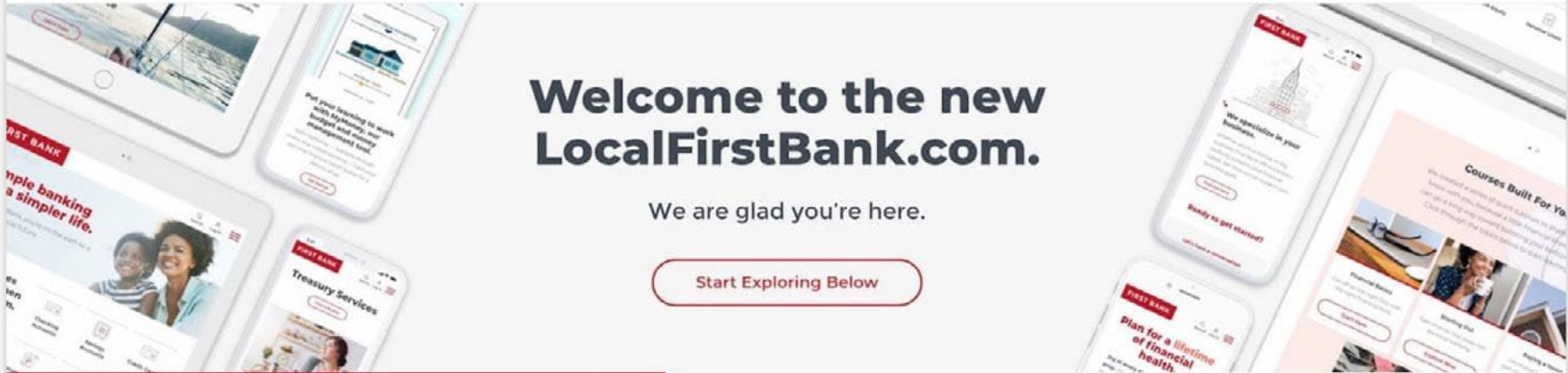
Find Your Local Branch >

Online Banking

User ID

Log In

ENROLL - SERVICES
Where do I enter my password?
Forgot password?



Welcome to the new LocalFirstBank.com.

We are glad you're here.

Start Exploring Below

We Recommend

Products and services recommended for you.



Get financial basics for managing your money.

Learn More



Be prepared for whatever comes your way.

Get Insured



Make deposits from anywhere.

Here's How



Personal



Personal

The Results

Since launch of the new site in May, 2019:

258

**MOBILE BANKING
APP DOWNLOADS
ON THE FIRST DAY
POST-LAUNCH**

4%

**INCREASE
IN RETURNING
SITE VISITORS**

10%

**INCREASE
IN AVERAGE
SESSION
TIME**