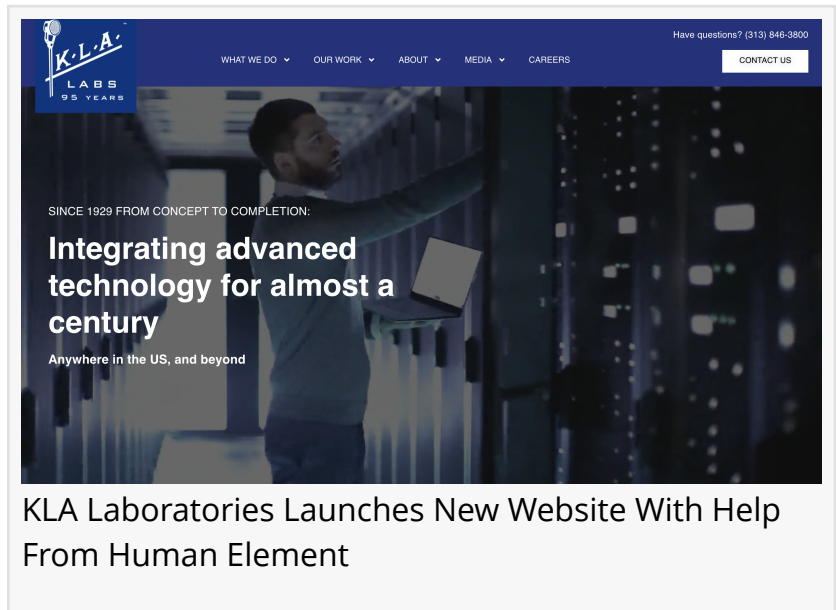


Human Element Announces New Website Built for Detroit-Based KLA Labs

Refreshed, robust content highlights depth of services provided by this nearly 100-year old brand

ANN ARBOR, MI, UNITED STATES, May 13, 2025 /EINPresswire.com/ -- eCommerce services and digital marketing agency [Human Element](#) announced that its client, [KLA Laboratories](#), recently launched a new website built by the agency. KLA is a technology systems integrator offering design, installation, commissioning, and operation of networks and communications systems. The

company serves clients across the globe, with specialized expertise working in stadiums, arenas, entertainment centers, manufacturing plant complexes, hospitals, and other large properties.



The new site was built on WordPress and exhibits a complete visual redesign. Improvements to the site include a more engaging user experience, new and refreshed content, more efficient navigation, and SEO optimization. A new homepage video and service category images showcase at a glance the cutting edge technology KLA offers.

“

Human Element’s guidance to present our services in new ways and to reorganize our navigation means our users will find what they’re looking for more easily and better understand all that we do.”

Kelly Chimento, Director of Marketing at KLA Laboratories

“We are so excited to have this new website that more accurately reflects the quality of the services and technology we provide,” said Kelly Chimento, director of marketing at KLA Laboratories. “Human Element’s guidance to present our services in new ways and to reorganize our navigation means our users will find what they are looking for more quickly and easily, and have a

better understanding of all that we do.”

With one of the goals of the redesign being self-sufficiency, Human Element recommended using the Elementor theme. This theme and the WordPress platform ensure that KLA will be able to extend and maintain the website on their own without outside resources.

"It was such a pleasure working with the folks at this long-standing Michigan brand with such a deep history in the state," said Jeff Trastek, account manager at Human Element. "We were excited to put together a site that speaks to the depth of their services and their history."

Services provided by Human Element:

- UX/UI Design
- Strategic Discovery and Requirements Gathering
- WordPress Build
- Video Content Creation
- Copywriting Assistance
- SEO Optimization

Visit the new site at <https://klalabs.com/>.

About Human Element

Human Element is an eCommerce services and digital marketing agency based in Ann Arbor, MI. Founded in 2004, Human Element has been delivering eCommerce solutions, custom integrations, and digital marketing solutions for more than 20 years. B2B and B2C clients include Chempoint, Pentair, Roush Performance, Implus, EOTECH, and more. To learn more, please visit www.human-element.com.

About KLA Laboratories, Inc.

Established in 1929, KLA Laboratories is a projects and services company integrating advanced technology solutions for Wireless Networks, 5G Cellular, IT Networks, Audio Visual Technologies, Network Cabling, and Audio Visual Productions. From concept to completion, KLA Laboratories prides itself on detailed design, consulting, project management, and on-time completion for any size project, anywhere. For more information, follow KLA on social media or visit www.klalabs.com.

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