

WEBSITE REDESIGN

The customer is a mid-sized IT solutions provider.



CASE STUDY

BUSINESS NEED

- The company has a website which was designed 6 years ago.
- The design was out dated and did not project the service capabilities of the company.
- The Company wanted to use the website as a marketing channel through which potential customers can be made aware of the core competencies and benefits of dealing with the company

OUR SOLUTION

- Our creative team made a complete revamp of the site design as per the industry design trends projecting a simplistic and a corporate look and feel.
- The web design was implemented in div based layouts and in line with W3C web standards. This ensures better visibility to the search engines and better page load performance of the site.
- The navigation was intuitively designed with minimum click-through required for browsing the complete site content.
- The site was optimized for search keywords and phrases to make it search engine friendly so that site gets maximum page ranking in various search engines.

KEY BENEFITS

- The company had effective marketing tool which can bring in customers via the internet searches without any effort.
- The capabilities were projected effectively to grab the interest of the visitors so they can convert to potential leads

TOOLS USED

- XHTML, CSS, JQuery
- C#, ASP.NET
- Adobe Dreamweaver, Adobe Photoshop
- IIS 6.0