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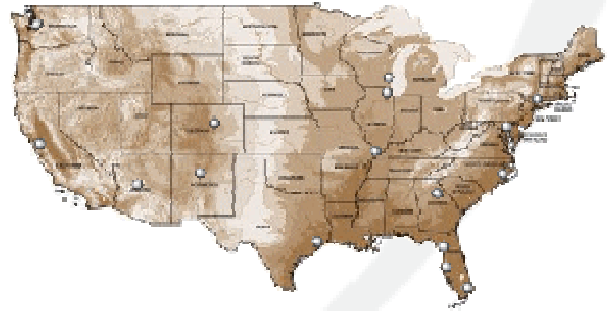
Success Story #49

Client

National Logistics Services Firm

Problem

A national logistics services firm wanted to upgrade their 3 page website into the 21st century. The client wanted the website to be maintained and enhanced with their latest information and offerings without involving IT. Due to the dynamic nature of their business they also had to be able to add additional warehouse locations at the drop of a hat.



Solution

Business Solutions was chosen from several firms to build the company's new web presence. The process of building the website involved several meeting with both the client and a graphics design firm they had enlisted to provide the graphic materials. Over the first few weeks the design was finalized, a schedule agreed on and the task of building the site began.

Administration pages were built to accommodate all the dynamic information on the site; like facilities, services, links, documents, and career opportunities. The facilities were so dynamically integrated into the site, that when a new one was added a labeled dot would appear on their facility map page (see above). Each dot would link to a page with information about that facility including its capacity, specialties, and contact information.

The site was also optimized for the major search engines to make sure that the client would see a nice return on their investment.

The client was thrilled with the new website and as a direct result their business saw a substantial increase over prior years, with the vast number of leads now being brought in from the website.

Technology Applied

ASP.net, JavaScript, SQL Server

