

Delivering an impressive online presence for Clearview Relocation

Summary

International relocation company, Clearview Relocation, wanted to create an updated website that demonstrated their professional approach but were having difficulty bringing their ideas to fruition as their 'go live' deadline was fast approaching. Inspiration Inc worked with them to deliver a **fresh and modern website** to appeal to their idea customers, on time and in budget.

The challenge

Clearview Relocation were working with another website design company to create a new look for their online presence. However, they were finding that their existing web designers weren't able to translate their ideas into a workable design, while the deadline for completion drew rapidly closer. They invited Inspiration Inc to take a look and come up with a revised scheme that could be delivered within the, now, very short time scale.

What happened?

Inspiration Inc took a detailed brief from the client and created a professional new design that met the criteria of the client, whilst freshening up the brand. As internet consultants, Inspiration Inc could ensure that the new design had **great usability**, a **robust structure** and would really **appeal to Clearview Relocation's potential customers**. As expert online copywriters, Inspiration Inc delivered powerful copy that would persuade visitors to take action and begin the sales process.

The outcome

Clearview Relocation's impressive new website went live within the required time scales, has been positive received by their existing client base and importantly has since delivered **many more leads**. Clearview now have a **website which echoes their professional approach** to relocation. Inspiration Inc have gone on to search engine optimise (SEO) the website so it **now ranks highly for global internet searches** and also manage their Pay Per Click advertising. In addition, Inspiration Inc continues to support them with design and copywriting services on request.

www.clearviewrelocation.com

Karen Counterman, Business Development Manager at Clearview commented:

"I was immediately impressed by the confidence and professionalism Inspiration Inc showed in taking our website on. They helped, quickly and efficiently to produce what is now a truly successful site, attracting the right audience and giving our business credibility in the market place!"