

## Experience:

### Icon Identity Solutions

[eMarketing & Site Redesign]

| eStrategy

• | Web Development

• | Deployment

• | Marketing



**"As a national sign manufacturing company, we aren't experts in web site development and on-line marketing. We turned to professionals who could help us become successful on the web. BuzzBoltMEDIA followed through on their commitments, working effectively with our in-house staff and external vendors to expedite the projects.**

**Their work is of high quality, their response time is great, and I highly recommend them for manufacturing firms requiring in-depth experience."**

**Warren Sharer  
MIS Director  
Icon Identity Solutions**

#### The Challenge

Icon Identity Solutions had already launched a web site and realized that they were not showing up in the search engines. They had noticed a couple of their competitors were appearing in the rankings, but did not know how to go about marketing their company on the web.

#### BuzzBoltMEDIA's Solution

BuzzBoltMEDIA reviewed their web site's potential for search engine optimization and found significant room for improvement. There were considerable structural issues, navigation and interface challenges, as well as frames and missing meta information that were seriously impacting their ability to be listed in search engines and directories.

It was going to require a substantial redesign of the web site in order to improve the user experience and facilitate the search engine spiders' pathing through the site. The client wanted to keep the branding and overall look and feel of the site, but understood that the foundation needed to be completely overhauled. Icon commissioned BuzzBoltMEDIA to handle the project.

This 50+ page web site was completely reorganized and relaunched in eight weeks. During the development time, an on-line marketing campaign was implemented, involving the submission of the existing site to the search engines, directory listings, and other opportunities for marketing on the web were evaluated. Periodic reports were given to the client to provide them with new opportunities found during that time frame.