

Experience:

Larry McKeon, State Representative

[New Site Development]

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"With so many Americans getting on-line today, I needed to take advantage of the Internet to provide constituent services and campaign information. BuzzBoltMEDIA came in, reviewed my ideas for the web site, then followed through with a plan for how to implement my ideas as time and budget allows. They performed an extensive amount of research to locate resources on the web for my constituents. Their quality and service have been impeccable."

**Larry McKeon
State Representative, 34th District
Illinois General Assembly**

The Challenge

As State Representative for the 34th District of the Illinois General Assembly, Larry McKeon's office faced a lot of challenges in communicating with his constituents. He had never had a web site but he knew that having one would help him stay in contact with the public 24/7. He wanted to provide comprehensive information, linking to government agencies and professional organizations vital to his community, and showcase the rich diversity within his district by providing resources to a wide variety of Chicagoland ethnic, family and lifestyle organizations. He also wanted to enable people to get involved and inform voters of the issues he is fighting for in Springfield. He just wasn't sure how to actually begin.

BuzzBoltMEDIA's Solution

BuzzBoltMEDIA helped his office define their goals for the web site and provided a design and navigation scheme to meet those goals. They performed extensive research identifying the appropriate links for Representative McKeon's resource pages. They then designed and produced a web site that featured over 200 local and state resource links.

To provide interaction, the web site encourages visitors to recommend web sites, a bulk email referral system to recommend Representative McKeon's web site to fellow constituents, a contact page, calendar, and much more.