Experience:

North Business & Industrial Council

[Web Site Redesign]

- | **eStrategy**
- | **Web Development**
- | **Deployment**
- | **Marketing**

The Challenge

North Business & Industial Council (NORBIC) was facing a new challenge. Having been awarded funding to assist businesses in their eBusiness endeavors, they took a long, hard look at their existing web site and realized that they needed something more professional, something that would showcase the ebusiness potential of the internet. They required a site they could update in-house. There was little budget available for the development.

BuzzBoltMEDIA's Solution

BuzzBoltMEDIA reviewed their specifications and developed a strategy that enabled the client to use a custom Microsoft® FrontPage™ 2000 template. The entire structure was planned out and delivered as a site map for their reference. BuzzBoltMEDIA developed the overarching theme, site navigation, and built out the initial 40 pages of their web site. Since many sections had minimal content, email captures were used extensively to enable NORBIC to track visitors and the areas of the sites they were interested in, in order to prioritize follow-on development, utilize a little interactivity, and enable them to alert visitors when the development was launched.

BuzzBoltMEDIA developed customized training based on their web site for internal NORBIC staff handling the changes and updates to the web site, and have made themselves available to assist with any questions NORBIC staff encounter in their web development efforts.

"As a non-profit organization working with manufacturing firms, we had little money to invest in a new web site. BuzzBoltMEDIA listened to our issues and developed a program that respected our needs and budget. Their staff worked diligently to revamp our web site, providing us with something very professional in look and navigation. We couldn't have asked for a better, more professional company to work with on this project."

Jeff Hyde
Director, Small Business Development
NORBIC