

# Web Design Case Studies

## Best Practices in Action

*Special Edition for Business Owners, CEO's, CFO's and CMO's*

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## A Plan for Increasing Sales Revenues in Six Months

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Web Development • E-commerce • SEO • Hosting • Custom DB/App Design • Social Media • Lead Generation

For info and examples visit: **www.ImageWorksLLC.com**

27 Hartford Turnpike, Suite 202 • Vernon, CT 06066 (860)647-7725

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## E4SCORE

e4score.com

e4score's vision is to enable and reward excellence - right the first time, every-time - and thereby drive non-value added costs ("waste") from the North American transportation and logistics market. Convinced that there is at least \$50 billion in waste in the \$500 billion North American transportation and logistics marketplace e-4score offers business partners the ability to share information and business processes so that they can work better together. The initial offering is a best-in-class truckload Carrier Profile Database, which enables shippers and brokers to continuously improve their carrier base to reduce risk, improve service, and reduce costs. Carriers who strive for excellence are rewarded by increased business opportunities with shippers who value their capabilities.



### Client Objectives

A custom development project, the site needed to create a many to many relational database environment, allowing agencies to share important information across multiple platforms.

The data associated with the site needed to be updated quarterly.

The site needed to allow for multiple types of Members, with varying degrees of access, information levels, and functionality, all while being managed by the internal team.

### ImageWorks Solutions

ImageWorks designed a new Web site that branded the company as a national provider of state of the art services in the industry.

ImageWorks integrated e-commerce, membership services and classes, and data sharing in a secure, encrypted, password protected environment.

ImageWorks worked to integrate single record data management, and a conduit for the large quantity to be updated in a timely manner.

### Successful Outcomes

The ability to share data in a many to many relationship was created.

Thousands of databases are now shared easily across a single platform.

A custom, dedicated hosting environment was created to house all of the necessary functions, making the site easy to manage and maintain.

## L & R Productions

LandRProductions.com

A full service marketing and communications firm, L & R Productions provides Audio, Video, and marketing services nationwide. Award winning musicians, Jingle writing and production is a specialty.



### Client Objectives

The Web site needed to be visible to search engines for inbound lead generation.

Web site needed to showcase the various services offered, while keeping up with today's technology to offer video and audio samples universally played on both desktop and mobile devices.

The Web site needed to capture inbound lead information for following up with interested parties.

### ImageWorks Solutions

ImageWorks designed a new Web site that branded the company as a national provider of visual and audio production services.

ImageWorks integrated a Blog and a YouTube Channel both for playback of on demand video samples and increased search engine relevance and rankings.

ImageWorks worked to help organize content in a friendly, easy to find manner, increasing the number of pages visited.

### Successful Outcomes

Ability to play demos of finished pieces for clients during phone conversations without having to email large files.

Increased traffic to Web site produces much more potential client interaction.

## Horizons National

HorizonsNational.com



Horizons is a transformative, educational summer enrichment program serving low-income public school students with a broad range of academic abilities. At the heart of every Horizons community is a partnership with independent schools and/or colleges, local public schools and the Horizons program. Horizons students spend six weeks each summer on these campuses engaged in a program that blends high quality academics with cultural enrichment and confidence-building activities. Given an opportunity to attend for nine consecutive summers, Horizons students grow in skills and confidence returning to their own schools each fall better prepared.

### Client Objectives

The Web site needed to be visible to search engines for inbound lead generation.

The Web site needed to be managed in house, using a simple but powerful Content Management System (CMS) for up to the minute content changes.

The Web site needed to be highly organized in order to speak to the different level of visitors that might end up on the site.

The Web site needed to easily facilitate online donations and provide full disclosure of pertinent financial information.

The Web site needed to have a password protected area for national board members to log in to manage documents and information among the team.

### ImageWorks Solutions

ImageWorks designed a new Web site that branded the company as a thought leader and national provider of education services.

ImageWorks integrated *the correct* Content Management system from an array of services based on the clients needs, with a scalable, manageable platform.

ImageWorks worked to help organize content in a friendly, easy to find manner, increasing the value of the visits by targeting the delivery of content.

ImageWorks provided a conduit and options for automated online donations.

### Successful Outcomes

Increased traffic and much more intuitive traffic flow results in much more client interaction and community participation. Board members can effectively communicate behind closed doors.

Entire site is managed in house, and on-line donations have increased significantly.

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## O'Live A Little

[Olivealittle.com](http://Olivealittle.com)

A traditional brick and mortar store, O'Live A Little Specialty Gourmet was inspired by Matthew & Jennifer Ostrowski's love for and enjoyment in food & travel. Matthew, a successful Connecticut business man and Jennifer a trained Pastry Chef, who graduated from Johnson & Wales University School of Culinary Arts, experienced deliciously wonderful smells, flavors and sights while traveling, which in turn created the "Ah Ha Moment" when O'Live A Little Specialty Gourmet was born.



### Client Objectives

Create a site that mirrored the look and feel of the store.

Add e-commerce functionality that allows for the on-line purchase of products offered by O'live a little.

Have a cross-referenced uses and recipes database, that allows customers to download product information.

Make sure the store was secure, offered real time credit card processing, and managed orders and report generation.

### ImageWorks Solutions

ImageWorks worked closely with the store's graphic designer to come up with an integrated and unified look and feel.

ImageWorks integrated a scalable, intuitive e-commerce platform that was then customized at a detail level to integrate product information and a downloadable recipe database.

ImageWorks provided an integrated hosting and maintenance solution to help keep costs at a minimum, while offering complete flexibility in site maintenance options.

### Successful Outcomes

The site now supports in store sales with product information, uses, and recipes after the sale, reducing time on the phone.

With e-commerce, gift purchases are made much more simply without having to drive to the store.

A fully integrated product management system allows the store to manage their own product, as well as offer product that may not need to be stocked.

## About ImageWorks

### Who We Are

ImageWorks, LLC is a full service web marketing and technology company. We help businesses bridge the gap between their marketing and technology needs. ImageWorks, LLC is privately held and funded, and based in Vernon, Connecticut.

ImageWorks, LLC designs and implements cross-platform business workflow solutions that solve critical business problems and improve productivity for our clients. We help our clients by providing customized, single source, Web site design and hosting services in harmony with the focus and operation of their business to maximize ROI.

Founded in 1997, ImageWorks became an LLC in 1999. What began as a cottage industry selling advertising on a local town website quickly evolved into a Web design leader.

As a Web design company with over 14 years experience, our products and services now include: Full web design, database integration, social media, e-commerce, e-mail marketing, hosting, custom application development, and web site redesign.

As an inbound marketing agency we view our process as collaboration with our customers, not a product sale. We are looking for relationships with customers who want to succeed in inbound marketing, and we hope that we can create one with your company.

**We can be found on the Web at [ImageWorksLLC.com](http://ImageWorksLLC.com), or via telephone at 860-647-7725.**