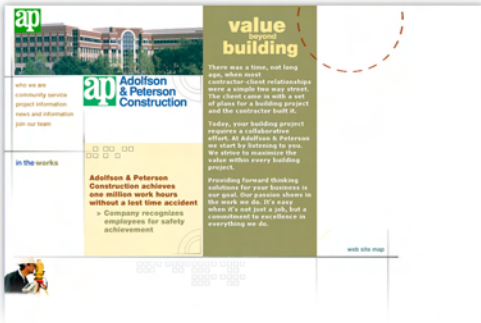
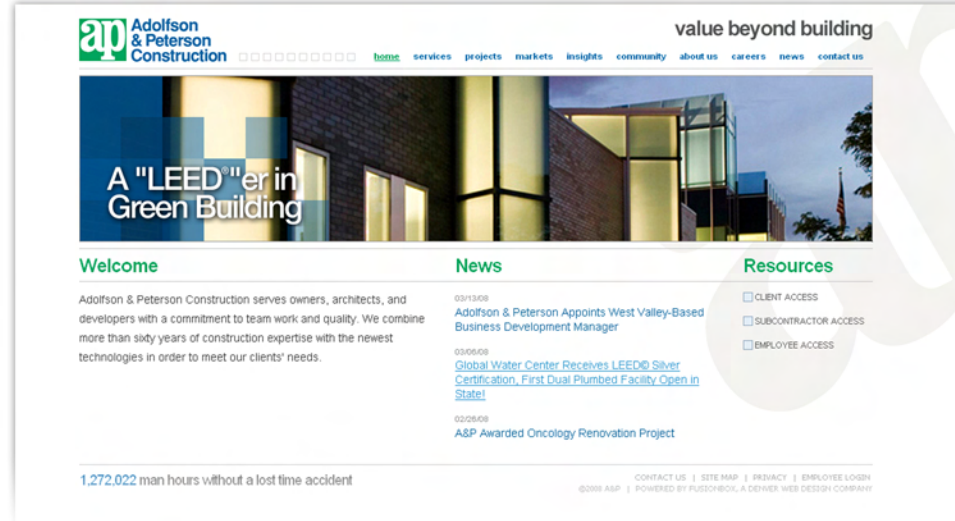


Before



- Outdated design
- No brand consistency
- Difficult navigation
- Projects not highlighted
- Not search engine friendly
- No effective careers section
- Limited content
- Had not changed in many years

After



- Clean, elegant design
- Added life and movement to the site
- Launched search engine marketing campaign
- Targeted content
- Complete career section
- Content Management with the ability to add content easily and immediately

Results

- Strong brand message
- Design and content that positions A&P as a market leader in their space
- Traffic has increased 10% each month since launch
- Number one Google ranking for many keywords
- Career applications have doubled

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