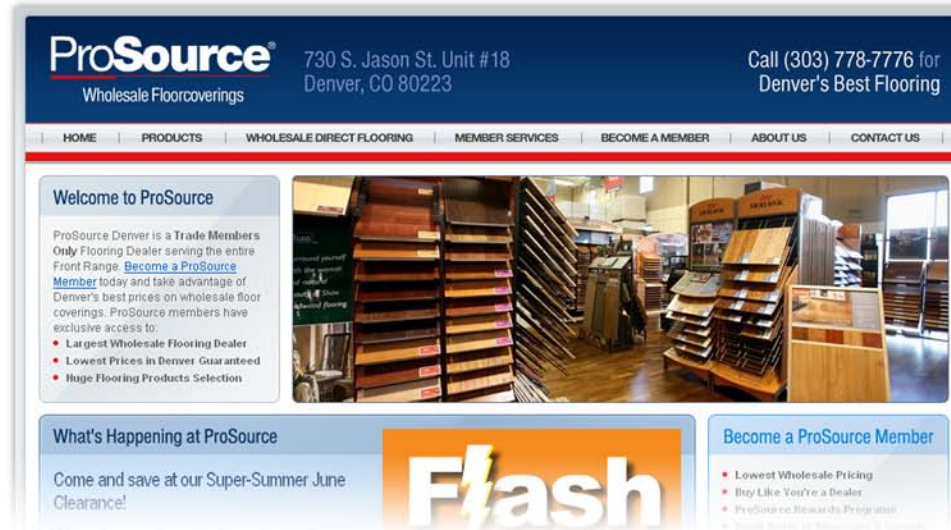


Before



- Website Tied to Prosource Corporate
- Few Leads
- No Organic Ranking or Search Visibility for Target Keywords
- No Content Management System to Update Site

After



Usability:

- Simplified User Forms
- Added Top & Side Navigation
- Added "Breadcrumb" Trails to Internal Navigation
- Calls-to-Action More Descriptive & Compelling

Lead Generation:

- Included Links to Membership and Products on Every Page
- Added Alternative Ways to Contact ProSource
- Moved Important Calls to Action Above the Fold

Search Engine Friendliness:

- Rewrote all HTML in Search Engine Accessible Structural CSS
- Added Keyword Focus to On-Page Content & Navigation
- Added Image Tags
- Link Building Campaign Increased Traffic & Organic Rank

Results

- Modern User-Centric Design & CMS Showcases Products & Updates Photos, News
- Top Positioning for Keywords in PPC & Organic
- 875% Increase in Traffic
- 1050% Increase in Leads

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