

Web Site Development

Grunau Company

Challenge: To redesign the Grunau Company Web site to better highlight the company's extensive capabilities and the importance placed on long-term customer relationships and employee recognition, and to reinforce its positioning statement.

Target: Existing and potential customers and media.

Solution: Bottom Line evaluated the existing site to determine its strengths and weaknesses. Prior to the redesign, Grunau's Web site lacked consistency and user interaction and did not incorporate the company's branding. With a designer, we created a new site that focused on Grunau's culture and values. We worked with Grunau to develop copy that emphasized the company's capabilities. The site featured a number of Grunau employees at work, stressing the importance of people in Grunau's culture. The site also included a searchable database of Grunau's projects to increase the site's interactivity and to provide users with detailed information about specific projects. Customer testimonials were included in two places on the site, including the home page. Users also are able to download Grunau's bi-annual newsletter, the GrunauGram. Bottom Line incorporated a "What's New?" section that included press releases and magazine articles featuring Grunau.

Easy maintenance of the new site was extremely important to Grunau. The company wanted to be able to quickly and easily make updates to all of the site's major sections whenever it wanted. Therefore, the site developer included six administration systems, allowing Grunau personnel to update projects, employees' anniversary dates, staff biographies, newsletters, news articles and customer testimonials.

Outcome: Grunau was impressed by the new site and its ease of use. Grunau staff especially appreciated the inclusion of customer testimonials since they were not able to find a way to use this information in the past. The beta-testing results included comments that the site was professional and easy to navigate, and testers described Grunau as experienced, reputable, reliable, customer-focused and caring.