

## CLIENT



Boston Development Group  
Boston, Massachusetts  
www.bdg1.com

## KEY CHALLENGE

Boston Development Group approached CHRIS MUZILLA DESIGN in need of a complete re-alignment of the website's content to reflect the new direction in which the company was going. The website needed to be optimized for ideal search engine results because increased web traffic and conversions were a critical goal for the new business model to achieve.

## OLD VS. NEW



## SOLUTIONS

CHRIS MUZILLA DESIGN sat down with the Boston Development Group team to learn about what goals of the new site. After learning that the entire site's information architecture had to be completely re-done, we took a comprehensive approach to properly lay out the site's content and assure that the information would be accessible via the easiest methods the user. Using our advanced coding techniques, the site was built on a stable platform that now facilitates higher organic search rankings. BDG now enjoys higher organic search results that have led to a 37% increase in qualified business leads.

## TESTIMONIAL

"Chris is a pleasure to work with. He is creative, knowledgeable and efficient. Even more important, he is open-minded and a good communicator. We have worked with Chris on multiple projects: building websites from inception and updating existing websites to expand and make them more relevant. We have been more than satisfied with the end results and will continue to highly recommend Chris to our associates."

*-Debra Peck, Vice President of Strategic Development, Boston Development Group*

## CONCLUSION

Boston Development Group's business has increased with their new, first-class website that properly represents the group's multi-million dollar status. Users are able to find the proper information they need and leave the site with a great impression of the group.

Visit [BDG1.com](http://BDG1.com) today and view their beautiful website created by CHRIS MUZILLA DESIGN; We are happy to continue working with Boston Development Group and their great staff.