

### CLIENT



Biscom, Inc.  
Chelmsford, Massachusetts  
www.biscom.com

### KEY CHALLENGE

The world's largest Fax Over IP company, Biscom, Inc., approached CHRIS MUZILLA DESIGN because they required a new site design that would facilitate lead generation and increase sales. The old website was optimized for SEO but the company required better organic search results that would meet or exceed lead generation requirements. Additionally, the new website had to be easy to maintain in-house by the Biscom staff and professional in appearance.

### SOLUTIONS

CHRIS MUZILLA DESIGN worked with the Biscom graphic team to develop the layout and architecture for the new website in order to make sure that all proper information was easy to find on the website. We then created the xHTML/ CSS and other code required to develop the functioning website.

In order to meet the goals set forth by the client in gaining higher organic Search Engine results, CHRIS MUZILLA DESIGN took a comprehensive approach to research the content's keyword density, keyword popularity and keyword relevance. Many other techniques that are proprietary to CHRIS MUZILLA DESIGN were used in order to achieve the necessary results required.

### TESTIMONIAL

"I have had the privilege of working with Chris on a number of website projects. Having researched 100's of web designers, Chris stood out to me because he had a deep understanding of SEO which was critical to the success of our 15 year old website re-design. Chris is extremely knowledgeable and truly understands what it is important in designing an effective website.

Most importantly, Chris offered the best prices with outstanding services. I continue to work with Chris on numerous types of web, flash or banner AD projects that come up for our company. He is always available to answer my questions and has gone above and beyond the call of duty on numerous occasions.

I continue to recommend Chris to any size business looking to create an effective website in order to grow their business and enhance profitability. As far as results, since the launch of our website, our bounce rate has decreased by 12pts and our web-to-lead conversion rate has improved by 2%."

*-Stephanie Sperry, Biscom, Inc., Marketing Manager*

### CONCLUSION

The website that we developed for Biscom met and exceeded all of Biscom's needs and expectations; the site is easily updated and maintained internally by the Biscom staff.

Visit [biscom.com](http://biscom.com) today and see why Biscom, Inc. maintains a consistent relationship with CHRIS MUZILLA DESIGN for continuous work across all divisions of their company, including FAXCOM Anywhere® and Biscom Delivery Server.