

CLIENT



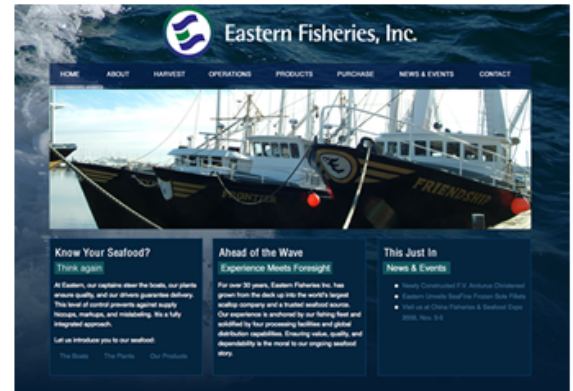
Eastern Fisheries, Inc.

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New Bedford, Massachusetts
www.easternfisheries.com

KEY CHALLENGE

The world's largest scallop company came to CHRIS MUZILLA DESIGN desperately needing a new website that would 1.) Reflect their international status as one of the world's largest fishing companies, 2.) Include detailed product information for sales representatives and 3.) Expand the site's visibility in the major search engines.

OLD VS. NEW



SOLUTIONS

CHRIS MUZILLA DESIGN began the two month process of creating the new website by working directly with the marketing department of Eastern Fisheries in order to ensure that the website would be modern but remain loyal to the company's brand identity. The site's structure was heavily researched and reformatted for a positive user experience. Extensive research for SEO (including competitors, keyword density, etc.) was performed in order to guarantee stronger organic search results.

TESTIMONIAL

"Working with CHRIS MUZILLA DESIGN to redesign our site, we discovered the benefits of using a talented designer who is also extremely knowledgeable about the technical aspects of Web design. There was never a question I asked that he did not know the answer to. He was very open to our ideas throughout the design process and worked on every stage of the project, from initial concepts to final corrections, very quickly, efficiently, and with a high level of interest and involvement.

I've worked with designers who come on strong, only to have their creativity wither at the latter stages of a project, but Chris's work defies this trend. His affordability and professionalism made him a quick sell to the rest of my organization, and we look forward to working with him on future website expansion."

-Jennifer Sperry, Eastern Fisheries, Director of Marketing

CONCLUSION

The new Eastern Fisheries website is a work of art: both functional and beautiful. CHRIS MUZILLA DESIGN continues to work with Eastern Fisheries on numerous web and advertising projects. Experience the website for yourself: <http://www.easternfisheries.com>.