

CASE STUDY: A.C. Miller Web Site Redesign

SUMMARY

ASD completely redesigned the company's web site, www.acmiller.com.

CLIENT BACKGROUND

For 40 years, A.C. Miller Concrete Products has concentrated on the concrete needs of regional utility companies. The company prides itself in supplying a wide variety of pre-cast concrete products. In addition to supplying utility companies, A.C. Miller provides factory-assembled water-meter pits, valve vaults, and pump stations to the water-transmission and wastewater industries. The company is equally proud of its customer service, attention to detail, and adherence to budgets and schedules.

CHALLENGE

ASD needed to redesign A.C. Miller's web site to make it more visually appealing and user friendly while mirroring the company's commitment to technology. ASD also needed to expand content in key product areas, as well as implement an ongoing content management system. All this had to reinforce the company's core messaging on high-quality, pre-cast products and services.

SOLUTION

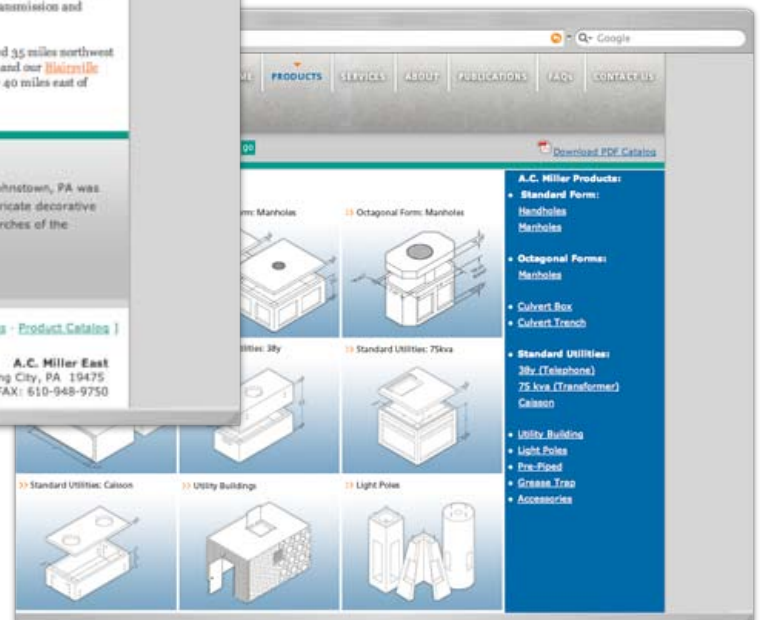
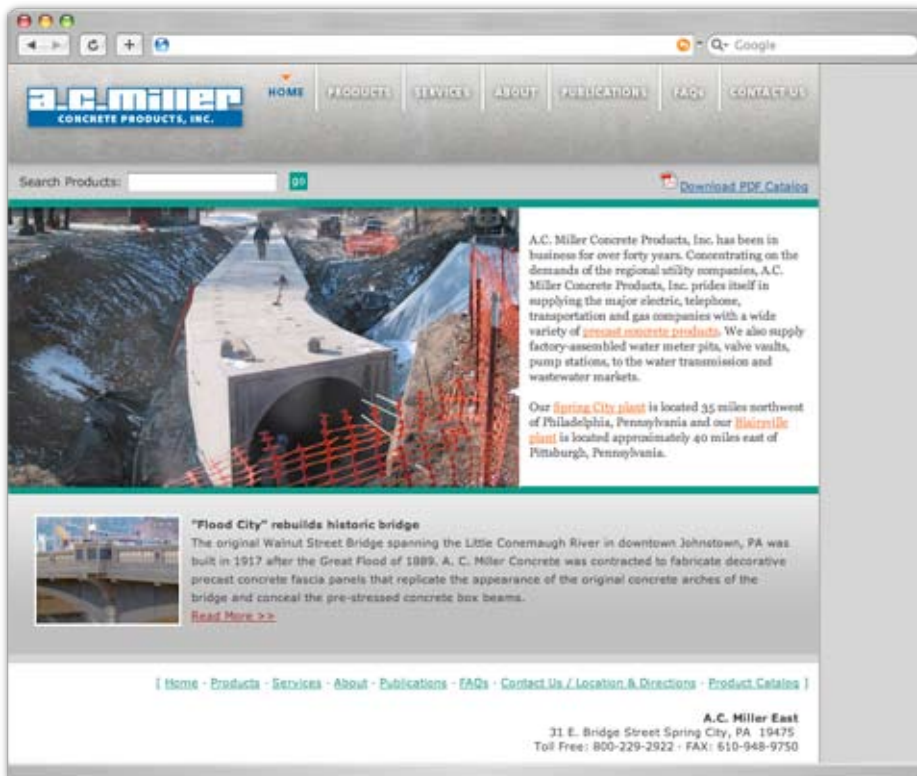
ASD carefully analyzed A.C. Miller's products and customer needs using an internal questionnaire. Armed with this information, ASD was able to develop an attractive, more-usable web site in harmony with the company's core message.

RESULT

A.C. Miller is now proud of a web site that serves as a sales tool and a customer service resource for both of its locations. The company was very pleased with the results, which reinforced their message of high quality products and services.



Before



www.artstreetdesign.com