

# Hornercom

A website with **personality**

**With closets full of awards and a reputation as one of Philadelphia's top PR firms, Hornercom needed a new website that could reflect their fun and energizing brand, but also produce results — search results, that is.**

#### PROJECT

DNN Website Development

#### CLIENT

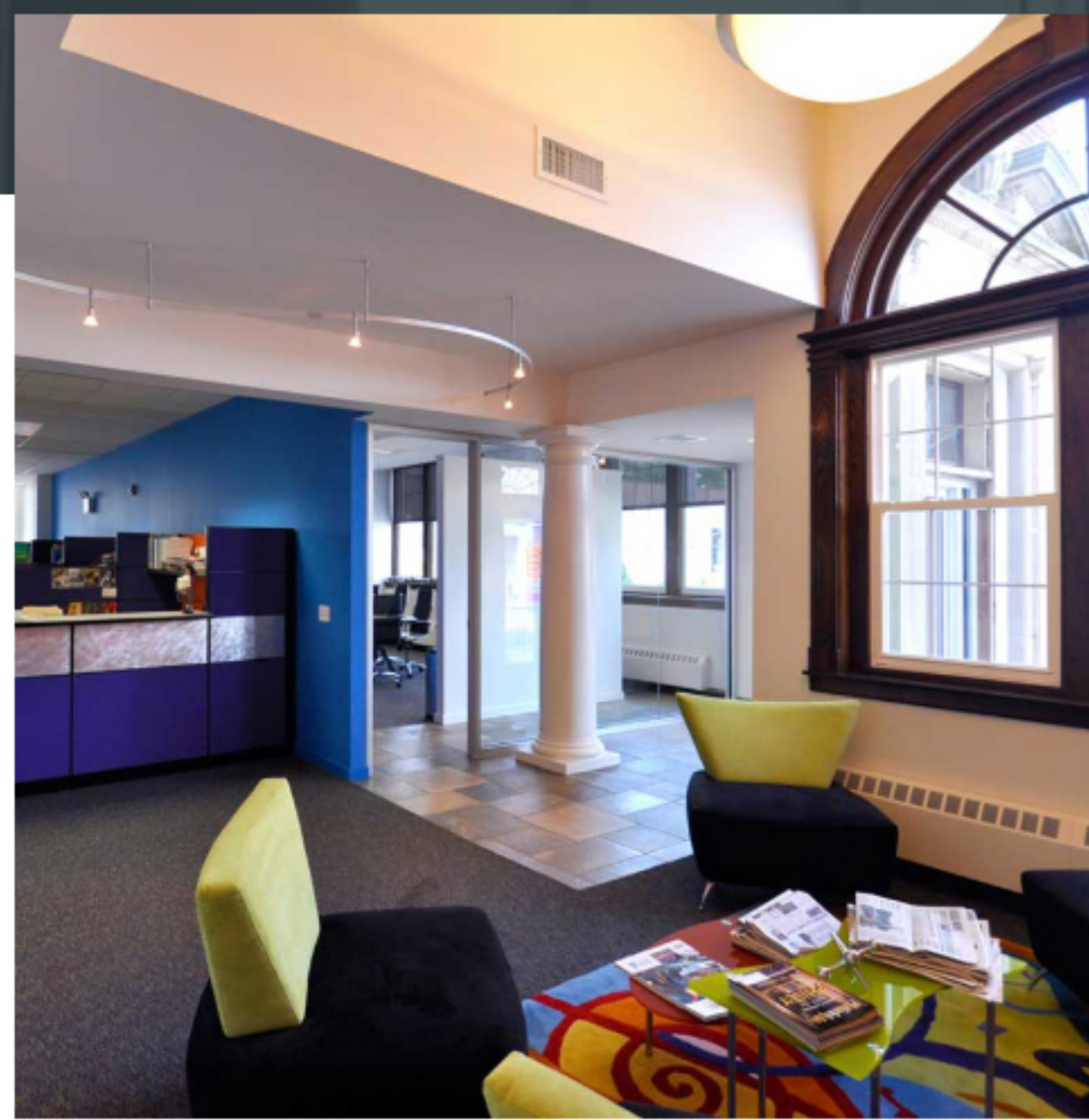
Hornercom

#### DATES

2015 - 2016

#### VISIT THE SITE

[www.hornercom.com](http://www.hornercom.com)

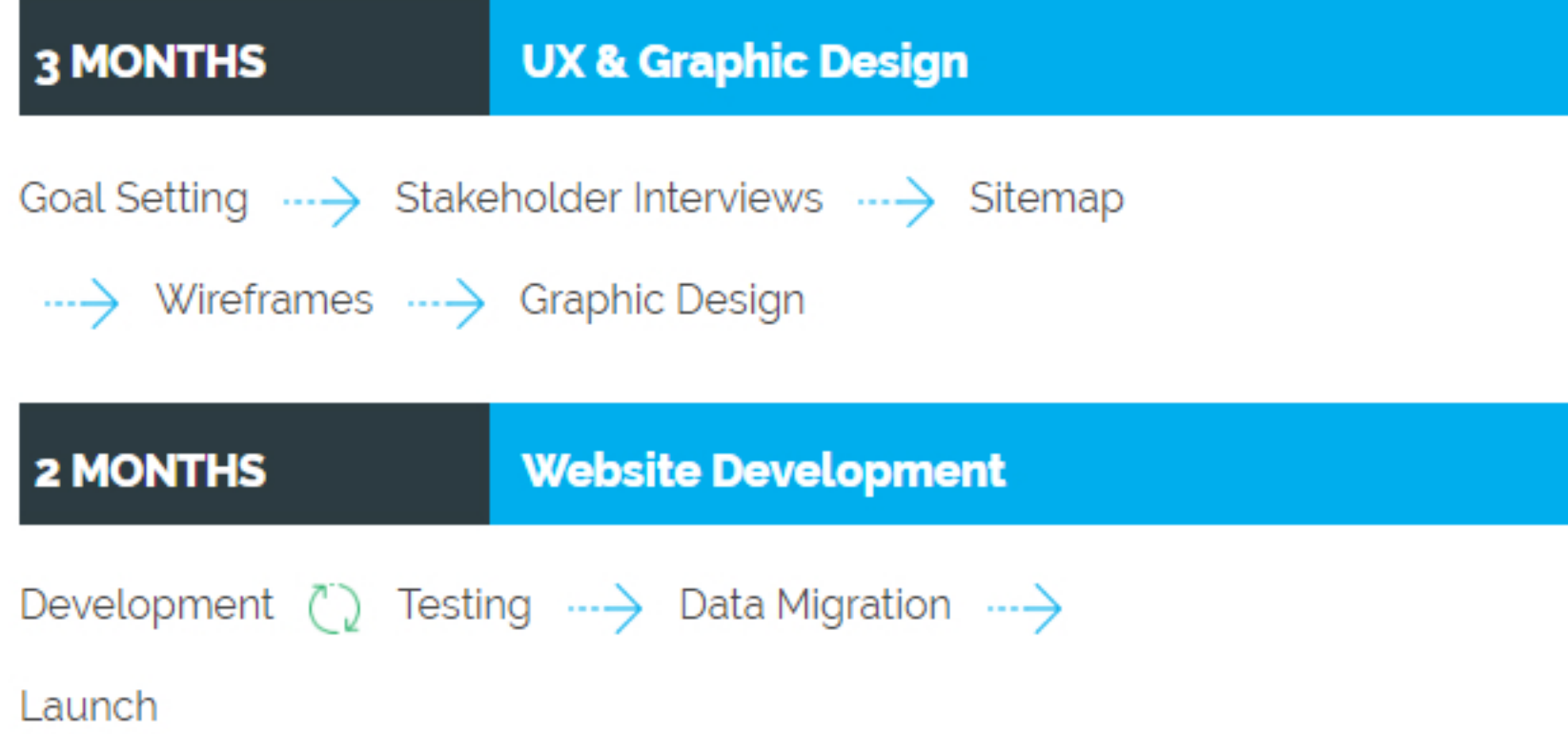


An updated website **transformed Hornercom's brand** — and their search results

As soon as you work with Hornercom, their bright, cheerful personality shines through, but looking at their previous website didn't convey the same message. With little to no content and a boxed layout that wasn't mobile-friendly, they needed a new website that represented their brand and drove traffic and leads.

With capabilities that include public relations, marketing communications, social media, graphic design, and promotional products, Hornercom's new website needed to showcase their portfolio through case studies and press releases. Because their existing web content didn't meet the mark for their vision, Hornercom's challenge was imagining and writing content for new and existing pages of the site while entrusting Brio to creating a new look and feel for their brand.

## THE PROCESS



Designing a brand **new identity that reflects clout, creativity, and expertise**

You don't have to do much more than walk into Hornercom's office to get a taste of their style -- with boldly colored walls, bright and playful art, and windowsills lined with awards, an energetic and fun identity shines through. That identity, however, wasn't accurately represented online. Their plain-jane website lacked the flair Hornercom is known for, and their non-existent search rank made it hard for new clients to find them online.

To start, we worked with Hornercom to create a new sitemap and wireframes for each page. With fresh new content written by Hornercom in hand, Brio designed a custom website theme and icon set that not only became the base for their online style, but was also adopted by their own designers for use in other ads and marketing materials.

Rich, new **content on a fully-responsive website**

Hornercom's previous website was difficult to update -- it required coding knowledge, and as such was rarely updated. Because much of the content was contained within images, it wasn't readable by search engines.

To give their non-technical team full control of the website, Brio built it on the community edition of the DNN content management system. We focused on creating areas of the site where Hornercom could constantly keep adding new content: case studies and news releases. By integrating custom content publishing tools, Hornercom's team can update the website through a form-like, point-and-click interface.

Rewarded with **better search rank, simply for doing what they do best**

When we started the project, we knew search rank was an important piece of the equation for Hornercom. We worked together to target the most relevant keywords and implement simple SEO strategies, like content tagging, to help them gain rank where none previously existed.

In less than 6 months, Hornercom saw page 1 search results for keywords they had previously never ranked for.

## PROJECT STATS

3  
MONTHS

100  
HOURS

2  
TEAM MEMBERS

1  
CUSTOM INTEGRATIONS

## TESTIMONIAL

*I enjoyed Brio's attention to detail. They worked closely with me to understand exactly what I wanted in a website, sitemap, and content management system. Through every step of the process, the Brio team was personable and a joy to work with!*

**Alana Suko**  
Consultant for Hornercom

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