

MONITRAN LTD

CASE STUDY

WEBSITE DESIGN & DEVELOPMENT

DyNNamite
PEERLAND HOUSE, 207 DESBOROUGH ROAD
HIGH WYCOMBE, BUCKS HP11 2QL
E: info@dynamite.co.uk T: 01494 452600



PROJECT REQUIREMENTS

Be **visually creative** and appealing, to better reflect the customer service led, friendly and professional nature of the company.

Create awareness about Monitran by being prominent in relevant search results.

Organise Monitran's products more logically and simply so that visitors can navigate to the products they are interested in more easily.

Use the **vibrant corporate brand guidelines** of Monitran to create a bold first impression on visitors.

Be **simple** for Monitran to self-administer and manage.

THE SOLUTION

The team at DyNNamite produced three initial design concepts for the client to consider. From the feedback received, we then blended elements from each design and refined their look, until we reached the final, client-approved design.

We then took the design and turned it into a DNN theme (or skin) and deployed it on our server ready for content population.

Finally, we took the client-supplied content and, working with the client, we developed the navigation and website structure to ensure an intuitive user experience and excellent SEO.

“Our new website is quicker, easier to navigate and more user friendly”

MD, Monitran Ltd

“We're delighted with the website we have delivered to Monitran”

Andrew Libra, DyNNamite

The new website was launched in the spring of 2017 to the delight of the client, as well as their customers, suppliers and other stakeholders.

DNN training was provided to the website administrators at Monitran Ltd by DyNNamite and, since its launch, the website has proven to be easy to manage and maintain.



The website can be viewed at
www.monitran.com

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