



# Case Study



## The Challenge

As businesses evolve, the need for up-to-the-minute, accurate management information becomes paramount. Shuttleworth Business Systems, a provider of Management Information Systems to the print and label industries recognised the need to totally refresh their online presence and bring the company up-to-date with an exciting corporate website.

## The Solution

Leapfrog were shortlisted to prepare a complete proposal for the development of the new corporate website as well as provide full hosting facilities and quarterly statistics on site usage. As part of our proposal we also put forward recommendations for a campaign of organic link building to improve the site ranking with the top search engines.



We were selected to develop the site on the strength of our full-service approach. This took a holistic view of their objectives and used our skills to ensure we developed a strategy that addresses key requirements both off and online.

## The Result

With the need to keep any online content as up-to-date as possible the Content Management System that powers the website will allow anyone within the organisation to update any aspect of the site. They can also add new imagery, product developments and the like as soon as they happen.

The flexible nature of this system will ensure that the new Shuttleworth Business Systems corporate website will remain at the forefront of their marketing activity and be a valuable tool for both relevant product information as well as the latest company developments.

