



## Description

PremiAir had recently undergone a brand update exercise and produced a refreshed logo. As the existing web site provided a number of new enquiries and general information about PremiAir this was the next project to benefit from the timing of the brand re-fresh.

PremiAir required a new web site to not only fall in line with their new design and layout, but also work for them by providing data-capture, increasing sales leads, keeping current SEO results, providing comprehensive content management and improving information accessibility.

Information was too deeply buried in the existing site to be found. So in the new site design we designed a much clearer navigation. Elements of flash were incorporated into the design and a degree of interactivity will be designed to draw users into the site. The updated layout now reflects the dual importance of the company brand and its appearance, plus the site is being able to be found by search engines.

## Client

PremiAir

## Job

Brand Refresh

## Duration

12 Weeks

## Cost

£5970.00

## URL

www.premiair.co.uk