

case study

redesign metric's corporate website



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Primary Objective

Develop a more industry competitive and customer centric website that would promote the company, its range of products and services.

“Mbos provided real value through their benchmarking service. Their analysis and discussion of emerging/current issues provided great insight into our online audience and industry best practice and standards. I consider external benchmarking to be a core part of any website development project.”

challenges

- ↑ The collection of relevant content and data was difficult

results

- ✓ The final Metric website was superior to all of the others
- ✓ Accurate & contemporary representation of the Metric business to its customers & suppliers
- ✓ Provided a vehicle for attracting new customers
- ✓ Provided a platform for investors to better appreciate the Metric service capabilities



reference

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