



Corporate Environmental Advisors (CEA) Case Study

Growing Environmental Firm Cleans Up their Site

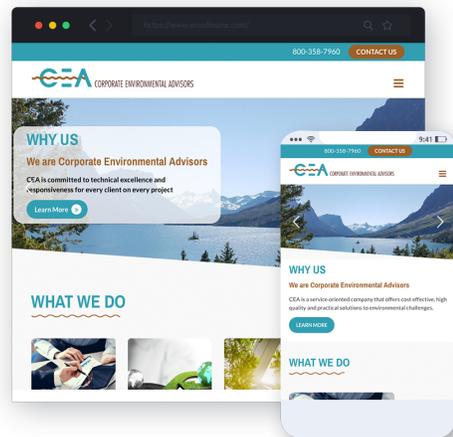
CEA is an environmental consultancy that advises and guides corporations on property issues that raise environmental concerns. They help manage environmental risks, guide permitting and real estate transactions, and many of the interactions with local and federal agencies. They also help companies to meet OSHA standards for employee safety and training. They've grown significantly, via acquisition, and now have offices from coast to coast.

Problem

CEA needed a new website that would communicate its multi-faceted services in various practice areas. They also wanted to feature all of the expertise that was now available through their new subsidiaries all around the country.

CEA acquired 5 new subsidiaries. Each one wanted to continue using their distinct brands, as they all had stellar reputations. However, CEA still wanted a cohesive branded look and feel for their website.

They also wanted one single blog, that would share news and updates from all offices. Finally, they wanted to boost the interactive features on the site and include mobile responsiveness, making the customer experience seamless across any device.



Our Solution

Tomo360 designed a new homepage that reflected the environmental practices and used natural landscape photography. We also developed a website architecture that allowed the subsidiaries to retain original URLs and some core branding, by using mini-sites that allowed each office to tout their own local expertise and services.

For this project, we worked with more than 5 subsidiary leads and additional corporate leads to finalize the architecture. We worked our proven process in order to secure buy-in for the new design and content updates. Our process includes planning meetings to review goals for the website, agreeing on a schedule for key deliverables and milestones, and regular meetings to ensure optimal communication and progress. We also host our clients on the project management platform Basecamp, where we can share documents, photos and images, videos, and continue discussions.

Tomo360 reorganized and updated content from all subsidiary websites to make it easier for visitors to search for the content. We also highlighted successful projects, which showcases CEA's work to potential new customers. Finally, we presented their Leadership team on a team page with headshots and biographies, that allows visitors to read about the level of expertise that CEA executives and professionals will bring to each project.

In order to visually demonstrate their national presence, we used a map of the USA with office locations, in the Contact Us section. To boost the interactive features on the site, we added various call-to-action (CTA) areas to generate leads, such as a capture form, mobile accessible phone numbers, emails, links to specific content, and links to social media accounts.

Success!

“Tomo360 has been a real partner in helping build our website and providing continuing support for our blog and social media presence. Their team is very flexible and really did a nice job in designing our company’s primary website.” – **Joseph Campisi, President, and Owner**

Results:

- Website redesign with a theme of natural landscapes
- Highlighted phone, email, and social media accounts
- Added capture form to promote email marketing
- Re-organized and updated content
- Improved search functions
- Showcased client projects and core competencies