

RBF Consulting Website Reskin

Challenge:

A well-devised site structure and a robust back-end Content Management System (CMS) already in place, the front end of the RBF website simply needed a graphics refresh with a little more emphasis on the “Careers” section.

Solution:

A new home page Flash segment was created to add more life to the home page and also provide the ability to feature multiple types of projects.

Other components included:

- New page layouts were created throughout the site to give everything a fresh look
- Content mostly remained the same and the firm continued to use their existing CMS to update sections on their own
- The Careers section was featured first in the navigation
- Two additional areas were added on the home page to feature services, projects, positions available or anything unique that the firm wanted to share with its audience

Result:

Feedback was positive immediately from staff and clients alike. Recruits liked the ability to easily access positions available from two different spots (Careers or Locations). The Flash segment on the home page is continually updated to allow for new projects to be featured.



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