

# [Case Study]

## [Client]

Catholic Books & Gifts (CB&G)

## [Problem]

Catholic Books & Gifts came to AMS design for help with their website and online presence. As a national provider of Catholic gifts, they wanted to ensure a positive presence online which would result in sales at both their local store and over the Internet. Before coming to AMS design, their site was hosted through a nationwide company that gave them no support in content management or website traffic—leaving them with a stock-template website with no content.

## [Solution]

AMS design understood the issue at hand and assisted CB&G with the transition. Now, CB&G has a six page site with eight different product catalogs—all flash-based—which are updated monthly with new products and descriptions. Further, AMS design coordinated an online marketing strategy with TMPDM (website directional marketing agency). Now, CB&G continually describes customers that either order online or come into the store—basing their experiences on CB&G's new web presence. For being a national provider of Catholic books and gifts, CB&G is light-years ahead of the competition.

## [Services Provided]

- | Updated Logo
- | New Branding Motif
- | Entirely New Website
- | Website SEO Collaboration (Consultation with TMPDM)
- | Marketing Consultation
- | Website Maintenance & Updates

## [Final Output]

