

Website Revamp for Job Search Platform

PROJECT DETAILS

 Design

 Aug. 2020 - Jan. 2021

 \$10,000 to \$49,999

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"I wouldn't hesitate to refer anyone to Advertas."

PROJECT SUMMARY

Advertas was hired to revamp a job seeking platform. The team updated design elements, made the site more user friendly, and integrated WordPress elements.

PROJECT FEEDBACK

Internal stakeholders are very pleased with Advertas' services, praising their ability to stay within the timeline and budget while also delivering an exceptional partner. Their industry knowledge, marketing skills, and collaborative team made them excellent strategic partners.



The Client

Introduce your business and what you do there.

I'm the founder and president of Piper Morgan Associates, a professional and technical search firm. I also have a website, JobSearchPower.com, dedicated to helping job seekers in their job search.

The Challenge

What challenge were you trying to address with Advertas?

Advertas has been helping me with my job searching website. The site was built about six years ago, and it needed a major overhaul.



Will Darroh
President, Piper Morgan Associates



Business services

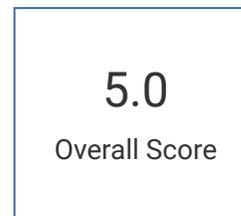


11-50 Employees



Houston, Texas

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

Initially, I brought in Advertas to give me their assessment of the website. As their work progressed, I was pleased with their services and extended the scope to include the entire website.

The team developed a storyboard, provided UX design, and art design. The core features of the website were kept – Advertas' responsibility was to make it user friendly. The goal of the project was to not only attract new users, but to have them come back and use the site as their go-to for job searching.

Advertas also brought a lot of WordPress elements into the site.

What is the team composition?

The project was done in conjunction with my primary contact, Laura (CMO), as well as Hal (Director), who worked very closely with the project manager. I also worked with a junior UX designer.

How did you come to work with Advertas?

I selected them based on my happiness working with them previously in 2008. I originally found out about them through some clients, who'd worked with Advertas in the past.

I liked what they brought to the table in terms of their ability to help with the website project and also go to market.

How much have you invested with them?

The total cost was between \$10,000–\$25,000.

What is the status of this engagement?

We worked together from August 2020–January 2021.



The Outcome

What evidence can you share that demonstrates the impact of the engagement?

There are two main metrics: budget and timeline – both of which Advertas met.

There were also some more minor metrics. The team collaborated well, and their grasp of the concept and understanding of our website was great.

How did Advertas perform from a project management standpoint?

Advertas was excellent. They gave me access to see their work in progress through another site, which they'd designed for that purpose. I was able to see what they were doing at any time, which helped me, because I could give them feedback as they went along. It was very collaborative.

In terms of communication, we kept in touch through phone calls and emails.

What did you find most impressive about them?

Advertas has a combination of great marketing skills and an excellent understanding of what makes a user-friendly site. That combination is really important. They also understood the market potential for our platform.

Are there any areas they could improve?

I can't think of anything right now. The team was always responsive, always engaging, and always receptive to input. Advertas was great about sharing their ideas and suggestions in a way that was very customer-service oriented.



Do you have any advice for potential customers?

I'm overall very pleased. I wouldn't hesitate to refer anyone to Advertas.

