

# Andrew Roby Website Re-Design

March 15, 2013



# Agenda

1. Introduction to BFM
2. Proposed Andrew Roby Engagement
3. Recent Success Stories
4. Design Portfolio



# INTRODUCTION TO BFM



# A DIGITAL AGENCY FOCUSED ON GROWING BRANDS ONLINE



Digital  
Strategy



Creative  
Design



Web & App  
Development



Online  
Marketing

# SPRINGING IDEAS TO LIFE!



## FROM CONCEPT TO MARKET

- ➔ Fully integrated end-to-end Services
- ➔ Highest conversion rates & best marketing results in the industry

**Consulting** • **Web + Mobile** • **Branding** • **Strategy**  
**Design** • **Development** • **QA** • **Security** • **Optimization**  
**SEO** • **PPC** • **Social Media** • **Newsletters** • **Facebook**  
**Video** • **Print** • **Tradeshaw Demos** • **Infographics**

# RESULTS GENERATED IN 2011:

**Over 200 MILLION Visitors Monthly**

Driven to our client sites with 3 billion hits per year

**Over 50,000 Keywords**

Page 1 Google Ranking

**Over \$2 BILLION In Revenue**

Generated on client sites last year

# CLIENTS



OppenheimerFunds®



Sotheby's



P&G

SHARP.

SONY



BIZBASH

OK!



SPAFINDER  
THE GLOBAL SPA & WELLNESS RESOURCE

Kiss®





# We Grow Online Businesses By:

- ➔ Increasing your **customer base**
- ➔ Lowering your **cost of acquisition**
- ➔ Increasing **brand loyalty** and **repeat visits**

“Blue Fountain Media team did a **TREMENDOUS JOB!**”

Director of Marketing  
[www.NFLYouthPD.com](http://www.NFLYouthPD.com)



“Blue Fountain Media team turned **OUR VISION INTO REALITY.**”

Founder/President  
[www.Anthony.com](http://www.Anthony.com)

**Anthony**  
Logistics For Men®

“Thanks to BFM, the site portrays a **MAGICAL CANDYWORLD.**”

Director of Digital Media  
[www.Smarties.com](http://www.Smarties.com)





# INDUSTRY RECOGNITION

## Expertise

- We are columnists for the NY Times, INC. and AmEx Open Forum
- Top 10 Agency of the Year 2011 (IMA)
- 5 Star D&B Rating for Outstanding Service and Quality of Work
- #541 on INC 5000

## Awards



## Press

The New York Times

THE WALL STREET JOURNAL

The Washington Post

Bloomberg Businessweek

REUTERS

CRAIN'S  
NEW YORK BUSINESS

FOX  
BUSINESS

USA TODAY



# OUR PROCESS



# TEAM STRUCTURE

## OUR 360° APPROACH

- ➔ Dedicated Team
- ➔ Specialized Experts



# TEAM STRUCTURE

## The BFM Andrew Roby Team

Jared  
Friedman

Margo  
Dayal

Renee  
Osgood

Liya  
Osepaishvili

Michael  
Ricotta



Business  
Consultant

Account  
Director

Creative  
Strategist

Web  
Designer

Web  
Developer

# WHAT WE BRING TO THE TABLE

## 360° **Innovative Solutions, Holistic Approach**

Strategy + Creative + Technology + Marketing = **Greater Market Success**



## **Personal Attention & Proactive Service Ethic**

**5 STAR** D&B Rating for outstanding service & quality work



## **Proven Marketing Success**

Google AdWords Google Analytics YAHOO! bing SEMPO SES SMO



## **Award Winning Design Team**

W3 BEST CREATIVE GD HORIZON IMA 500 W DAVEY AWARDS



## **Standards Compliant Coders**

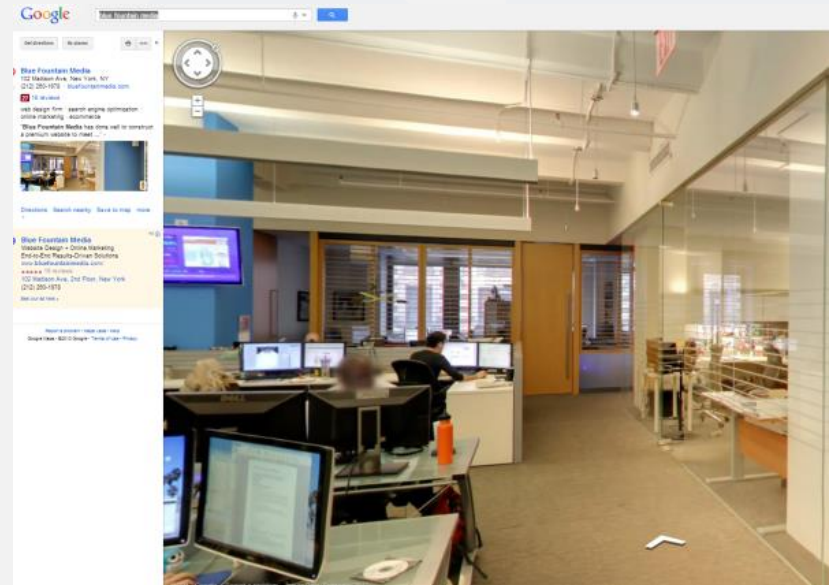
W3C HTML5 CSS3 Section 508



# BFM – Working Remotely

- ➔ Although 65% of our customers are in the Greater NYC area...
  - ➔ GoToMeeting
  - ➔ Weekly Check-Ins
  - ➔ Relationships based on mutual communication (You will have our mobile numbers and we are only an email or phone call away)
- ➔ An extension of your brand for design, development, marketing and consulting
- ➔ What does BFM look like?

**...90% of our meetings are done remotely**



<http://bit.ly/10PYTIK>



# Proposed Andrew Roby Engagement



# Working with Andrew Roby

## Phase 1: Website Planning

- ➔ **Option A:** Umbrella AndrewRoby.com website with landing pages for each specific division
- ➔ **Option B:** Five (5) micro-sites with unique URLs, similar functionality and different content

## Phase 2: Website Design

- ➔ Incorporate existing Andrew Roby branding while enhancing website navigation and usability.
- ➔ Custom mockups for **homepage** and **three (3) unique sub-pages** to be approved by your team before any development is started.
  - Homepage
  - Brand Page (Roby Electric)
  - Standard Content Page (Our History)
  - Portfolio Page (Remodeling)



# Proposed Sitemap

Option A: Unique URLs re-direct to AndrewRoby.com landing pages

Home	About	Services	Portfolio	Testimonials	News	Contact Us
	Overview	Andrew Roby	Andrew Roby			Charlotte Area
	Our Process	Electric	Electric			Coastal Area
	History	Commercial	Commercial			Triangle Area
	Philanthropy	Handy Man	Handy Man			Mountain Area
	Awards	Cross	Cross			
	Mgmt. Team					
	Employees					
	Careers					

# Proposed Sitemap

Option B: Unique URLs for each brand

Andrew Roby	Roby Electric	Roby Commercial	Roby Handy Man	Roby Cross
About	About	About	About	About
Services	Services	Services	Services	Services
Portfolio	Portfolio	Portfolio	Portfolio	Portfolio
Testimonials	Testimonials	Testimonials	Testimonials	Testimonials
News	News	News	News	News
Contact Us	Contact Us	Contact Us	Contact Us	Contact Us



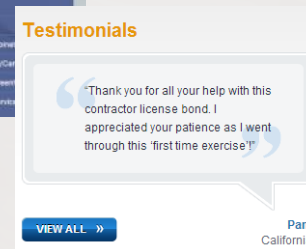
# Working with Andrew Roby

## Phase 3: Website Development

- ➔ WordPress website with easy-to-manage Content Management System (CMS)
- ➔ All coding is W3C compliant and complies with latest development standards
- ➔ CMS Training and hand-holding every step of the way

## Website features include:

- ➔ Homepage Banner Carousel
- ➔ News & Events Page / Blog
- ➔ Testimonials Widget
- ➔ Request a Quote Widget
- ➔ eNewsletter Sign-Up
- ➔ Portfolio Gallery
- ➔ Social Media Buttons



# Working with Andrew Roby

## Phase 4: Quality Assurance, Testing, SEO Preservation & Launch!

- ➔ Rigorous testing phase and setup of development server to test-run the entire website before it launches
- ➔ 301 Re-Directs, Google Analytics Setup & Sitemap Submission to retain existing SEO equity

## Ongoing Marketing (Optional)

Search Engine Optimization



Pay-Per-Click Marketing



Email Marketing



Online Reputation Management



Conversion Rate Optimization



# WordPress vs Custom Build

## → Why Wordpress?

- The most popular website platform in the world
  - 62,483,165 current Wordpress websites
- Easy setup & no licensing fees
- Open source with large community of developers
- Robust content management system capabilities
- Scalable with SEO and functional widgets
  - Add pages
  - Edit content with WYSIWYG editors
  - Optimize the website yourself!
- Transferrable to mobile and responsive



**WORDPRESS**

# WordPress vs Custom Build

- **Why we recommend against custom code?**
  - The more custom, usually the more expensive
  - High learning curve with limited educational resources
  - What happens if you sever ties with the development team?
  - Does it transfer to mobile browsing?
  - Security and version upgrades?
  - Can you control every feature of the site with the CMS?
  - Can “anyone” optimize the website?



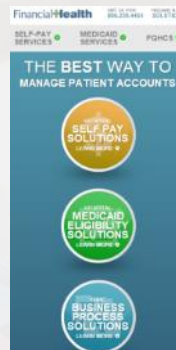
# Andrew Roby Goes Mobile!

- ➔ A mobile version of the website can be created for a fraction of the desktop version (\$3k-\$5k)
  - ➔ Simplified navigation with thumb navigation
  - ➔ Similar content and banding that displays well on smaller screens
  - ➔ Click-to-call functionality to generate leads

Desktop



Mobile



Desktop



Mobile



# Last Points of Interest...

- A new website should **excite the company!**
  - This is not as heavy as a CRM w/ minimal training
- A new website should **amplify marketing efforts!**
  - Your **SEO** and **PPC** will perform better.
  - **Local SEO** with location pages.
  - Test new services and locations to **gauge demand** and **strategize for growth.**
- A new website should **generate new business** from the web!
  - Is Andrew Roby doing this now?





# Andrew Roby Estimated Timeline

## April 2013

- Website Discovery & Planning
- Begin Design Process

## May 2013

- Complete Design Process
- Start Development Phase

## June 2013

- Complete Development Phase
- Quality Assurance & Testing

## July 2013

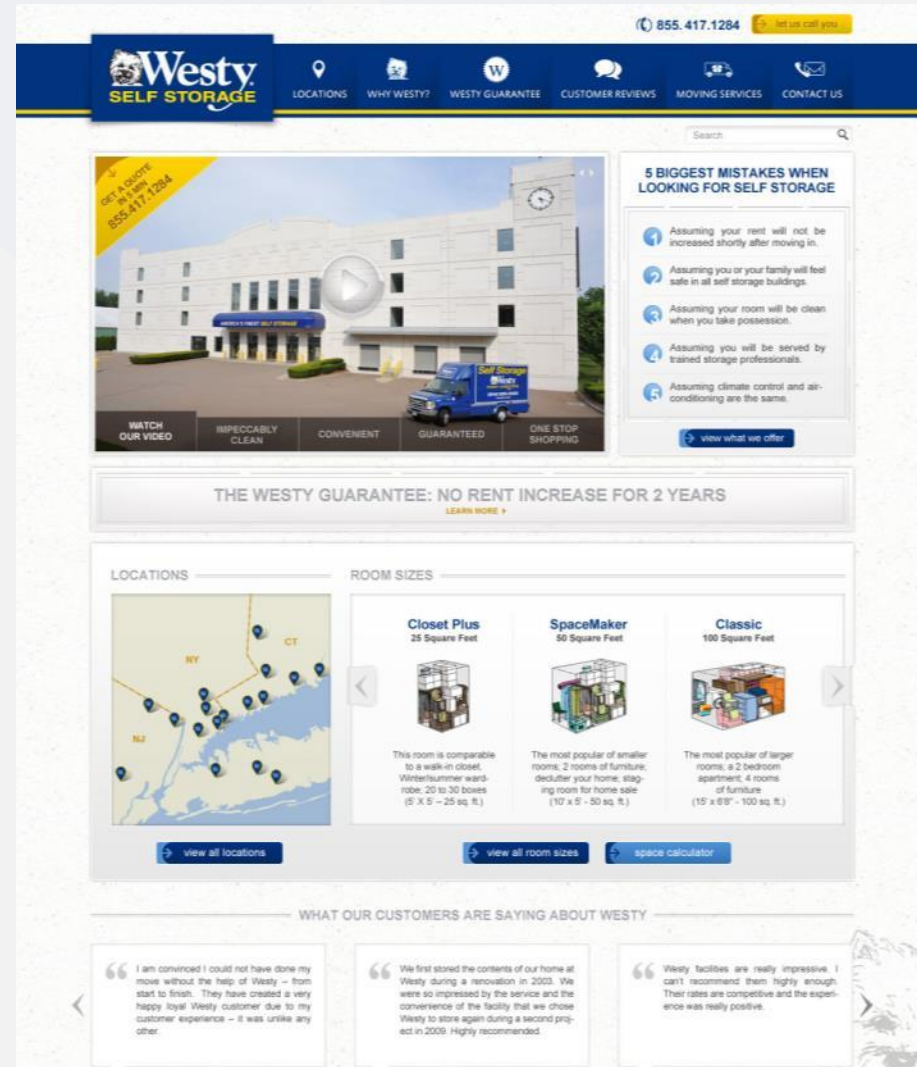
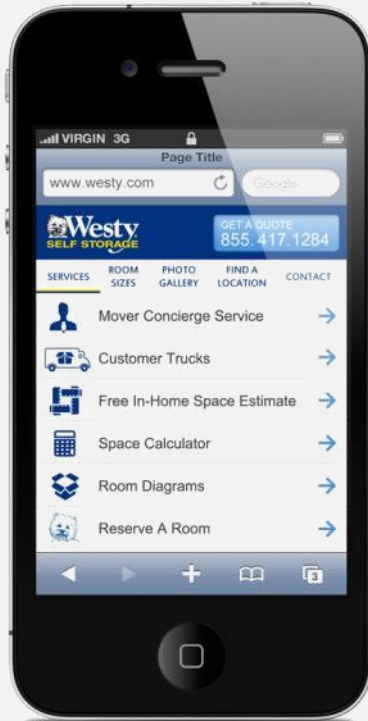
- CMS Training
- Website Launch
- Ongoing Marketing

# BFM's Recent Success Stories



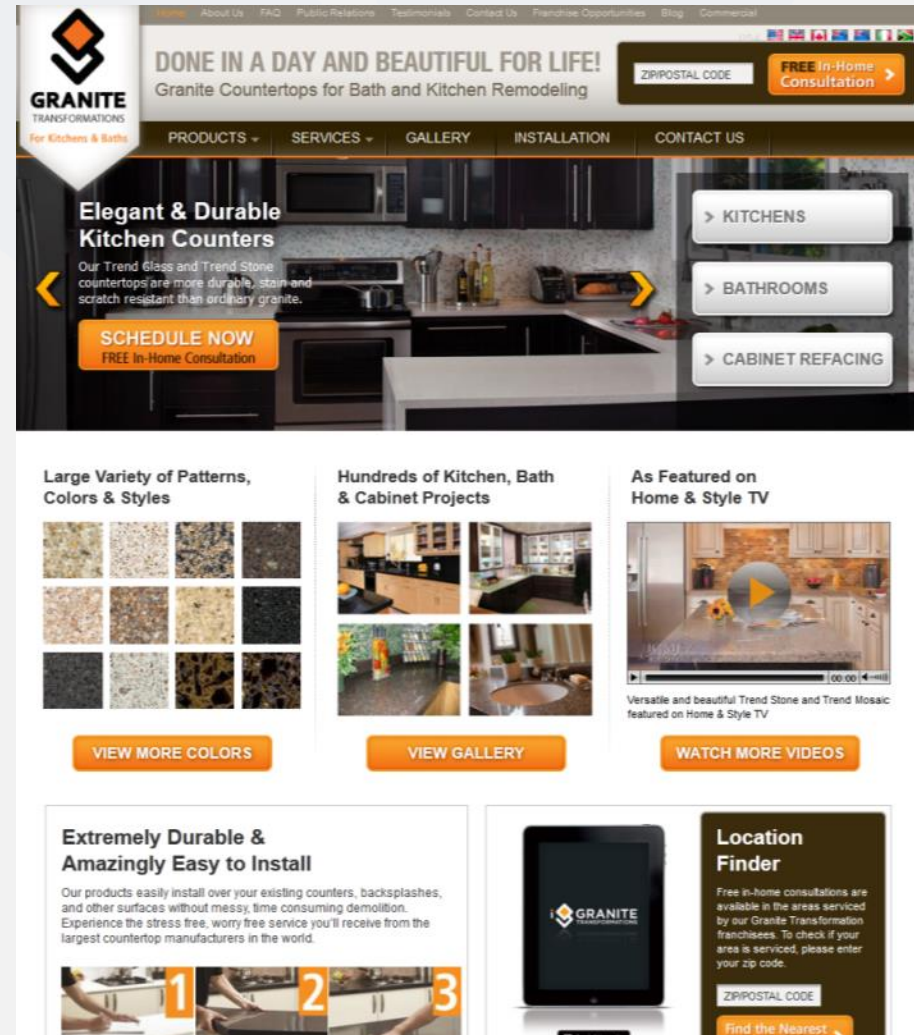
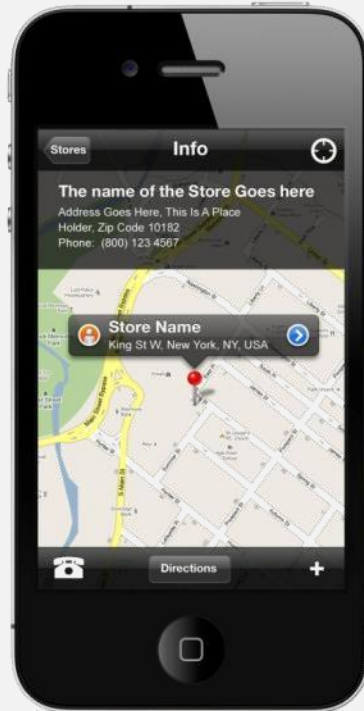
# Success Story: Westy Self Storage

- **20%** increase in conversion rate
- **61%** decrease in cost per conversion
- **45%** increase in number of conversions
- **43%** decrease in ad spend

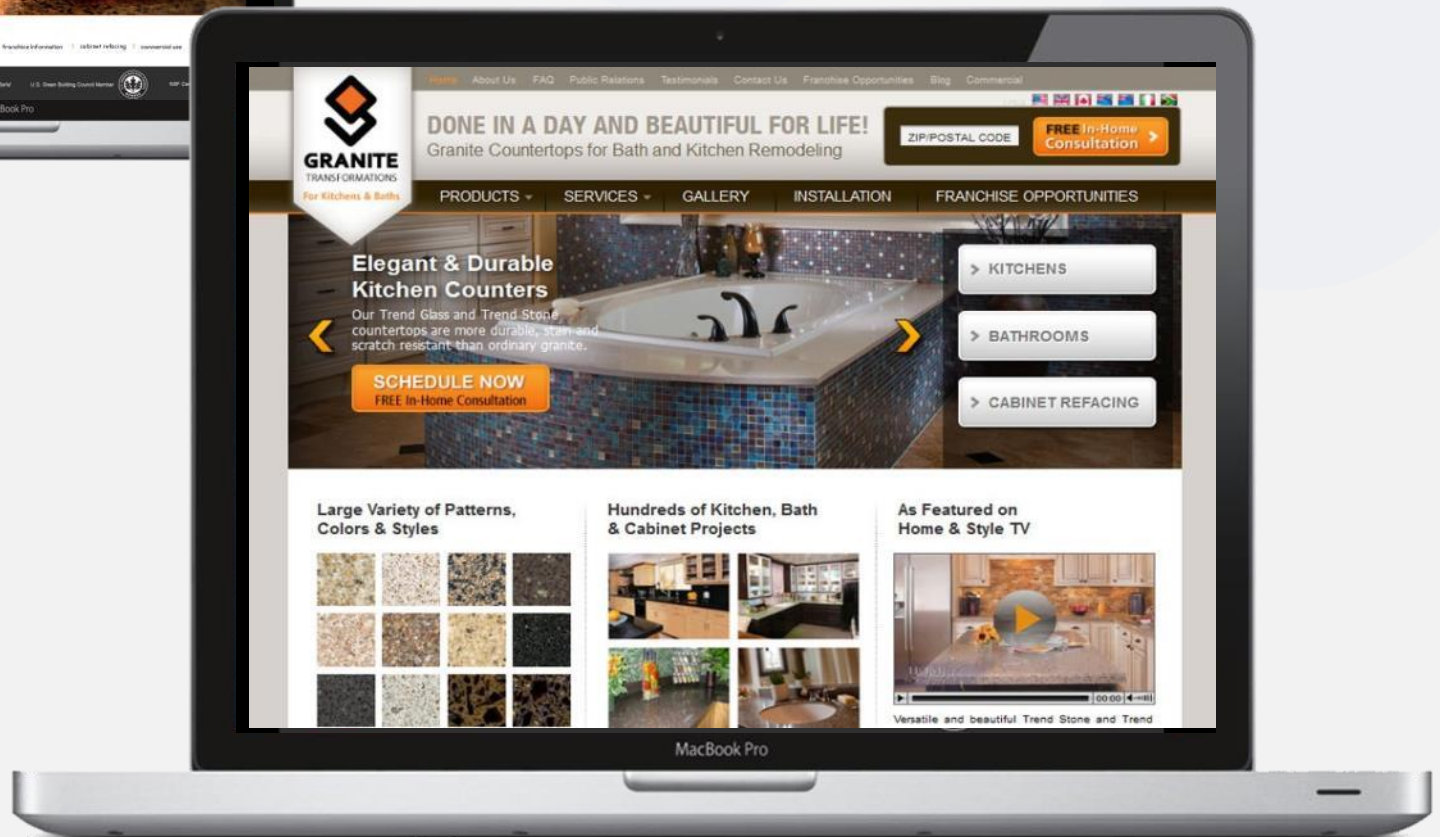


# Success Story: Granite Transformations

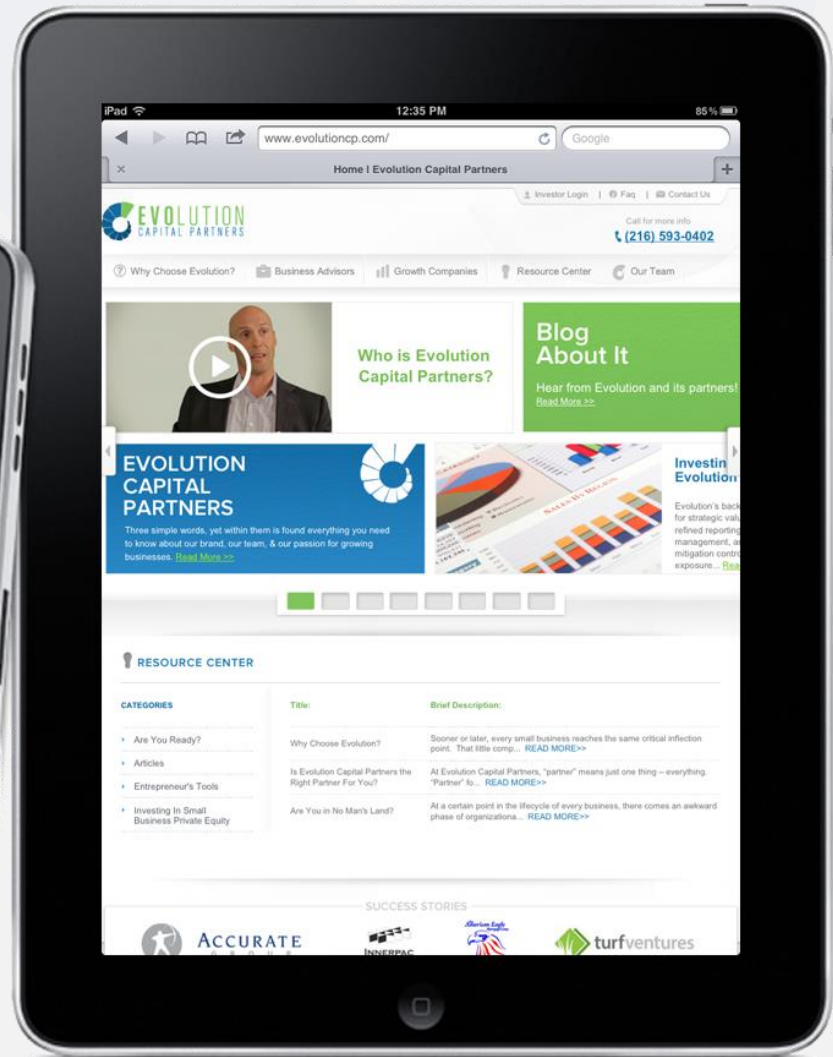
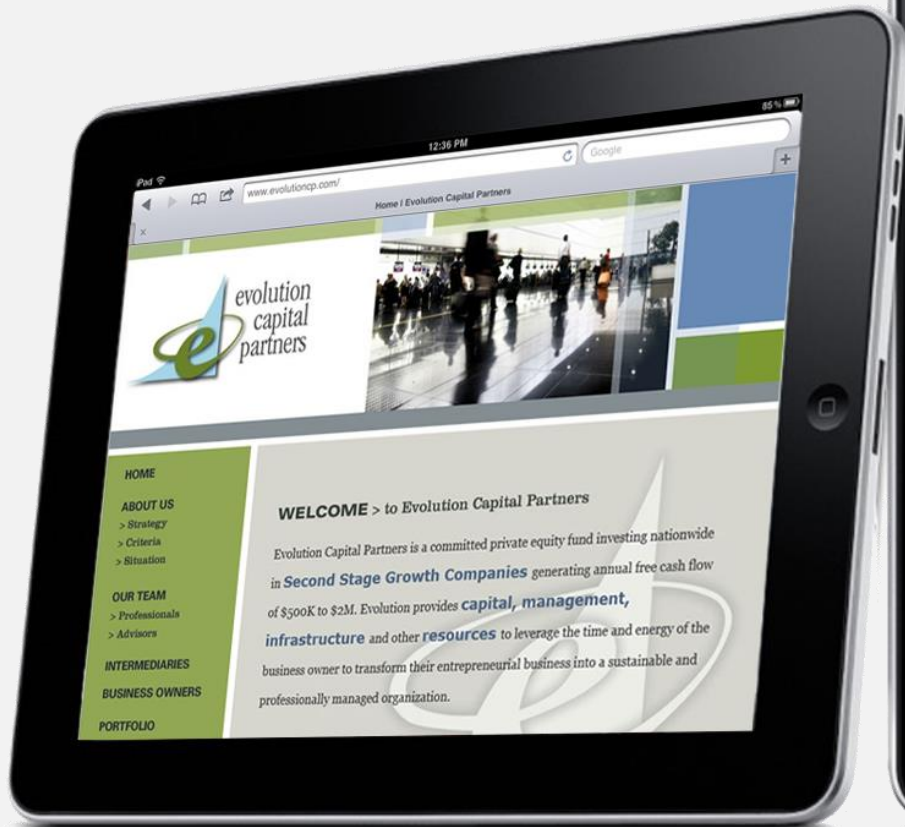
- **51%** visitors now come from search engines
- **50%** increase in consultations
- **68** high-value Page 1 Google keywords (“granite counter tops”) and many long tail search terms



# Before & After: Granite Transformations

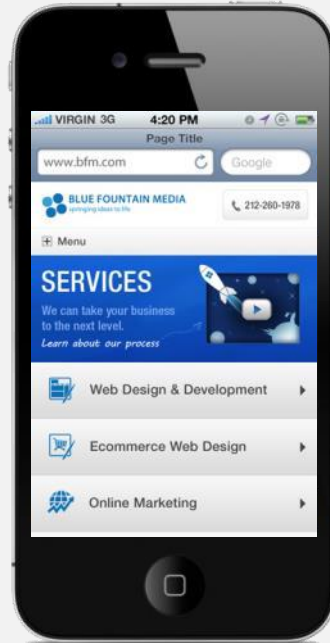
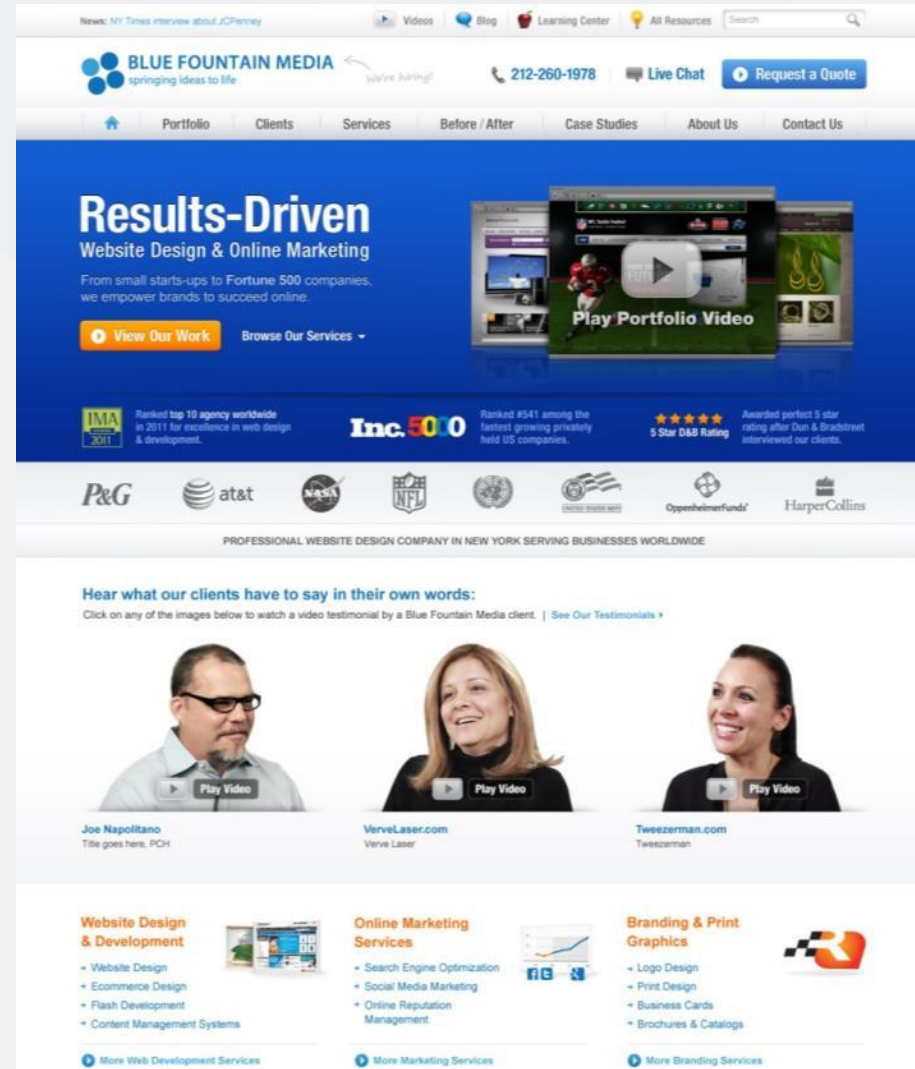


# Before & After: Evolution Capital Partners



# Success Story: Blue Fountain Media

- **580%** increase in average monthly quote requests since 2008
- **1K > 21K** increase in monthly organic search
- **11%** increase in PPC conversion rates in 2011
- **\$22** decrease in cost per conversion in 2011
- **355** highly competitive Page 1 Google keywords



# BFM's Design Portfolio



# Benihana

OUR HISTORY LOCATIONS **BENIHANA** WHAT'S NEW COMPETITIONS

## THE BENIHANA DINING EXPERIENCE

Delicious food, combined with enjoyment & memories to last a lifetime.

[EXPERIENCE NOW](#)

### LOCATIONS

Click on an icon to see more details & information.

[FIND A LOCATION](#)

### OUR HISTORY

Benihana's history is best described through the colorful life of its founder Rocky Aoki...

Hiroaki "Rocky" Aoki was born on October 9, 1938 in Tokyo, Japan. He was the first born son of Yunosuke Aoki, a samurai descendant and his wife Katou Aoki. Rocky's parents met at Yunosuke's dance class where...

[DISCOVER MORE](#)

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# European Union

Delegation of the European Union to the United States

WHO WE ARE WHAT WE DO WHAT YOU CAN DO EVENTS PRESS & MEDIA RESOURCE & LEARNING

### Latest Tweets

European Council Test gave here in the place holder. Some flag or give here in the place holder.

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### EU IN THE US

The EU is represented in the United States by the Washington, DC Delegation of the European Union, which works in close coordination with the appropriate US government agencies to promote mutual cooperation between the EU and the United States. We represent Europe with an ambition, with confidence, clarity, and respect for the European Union.

### NEWS AND EVENTS

03/01/15 KEE EURO FESTIVAL, Oct 17, 2015, Washington, DC

03/01/15 VICE-PRESIDENT HELENE KRONES: "CYBER-SECURITY - A SHARED RESPONSIBILITY", Oct 31, 2012, Washington DC

### INTERACTIVE MAP

Learn more about all our ambassadorial activities with flags, real-time news, and program updates. Click on a flag to learn more about the country. Click on a member state flag to learn more about the member state. Click on a member state flag to learn more about the member state. Click on a member state flag to learn more about the member state.

[Explore Map](#)

### AT A GLANCE

HEAD OF DELEGATION

MEET OUR LEADERS

WHAT IS THE EU?

EU GUIDE FOR AMERICANS

OUR POLICIES

**Ambassador João Vale de Almeida, Head of Delegation**

Welcome to the website of the EU Delegation in the United States. I have had the privilege of serving as the EU Ambassador to the United States. I invite you to browse our website to discover more about the EU, learn what it is all about, and meet our team.

Ambassador João de Almeida is the first EU diplomat to occupy the position after the Treaty of Lisbon came into force on December 1, 2009.

[Learn More](#)

VIDEO GALLERY PHOTO GALLERY [VIEW ALL VIDEOS](#)

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### EU MEMBER STATE FLAGS

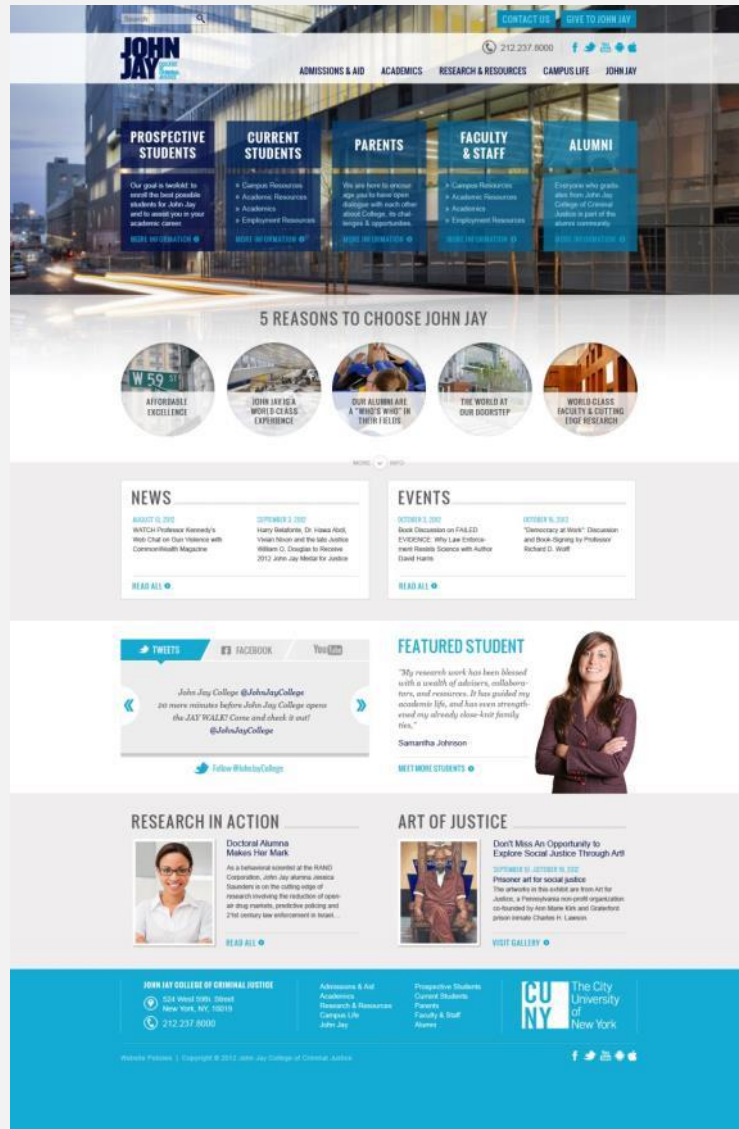
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# John Jay College



# Network Insights



# Questex Travel Group

The screenshot displays the Questex Travel Group website. At the top left is the logo "QUESTEX TRAVEL GROUP". To its right is a navigation menu with links: "ABOUT US", "TRAVEL AGENTS", "LUXURY ADVISORS", "MICE MARKET", "AFFLUENT CONSUMERS", and "INTERACTIVE SERVICES". Further right are "HELP" and "DOWNLOADS" buttons. The main content area features the heading "WHAT IS YOUR FOCUS?" with a diagram of five colored arrows pointing to five circular icons: a suitcase (Travel Agents), a compass (Luxury Advisors), a handshake (MICE Market), a couple (Affluent Consumers), and a globe with signal waves (Interactive Services). Below the icons are their respective labels. At the bottom, there is a footer with navigation links, a login field for "Employee Password" with an "ENTER" button and a "Remember Me" checkbox, and the Questex Hospitality+Travel logo. Copyright and design information are also present.

QUESTEX TRAVEL GROUP

HELP DOWNLOADS

ABOUT US TRAVEL AGENTS LUXURY ADVISORS MICE MARKET AFFLUENT CONSUMERS INTERACTIVE SERVICES

## WHAT IS YOUR FOCUS?

TRAVEL AGENTS LUXURY ADVISORS MICE MARKET AFFLUENT CONSUMERS INTERACTIVE SERVICES

About Us · Travel Agents · Luxury Advisors · MICE Market · Affluent Consumers · Interactive Services Site Map · Getting Started · Contact Us

Employee Password ENTER Remember Me

QUESTEX HOSPITALITY+TRAVEL

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# Coppertone

Like 511

Products Sun Safety Our Community

Local UV Index for New York, NY **8**

Understanding™ Where to Buy Contact

## Reach hard to REACH PLACES



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VIEW PRODUCTS ☀️



**Coppertone® Tanning**  
VIEW PRODUCTS ☀️



**Coppertone SPORT®**  
VIEW PRODUCTS ☀️

COUPONS >

Enter **OUR CONTEST**  
WIN your dream **VACATION**  
f ENTER TODAY >

**SUNDERSTANDING™**  
Learn more about **SUN, SAFETY** and **PROTECTION**  
CHECK IT OUT >

Embrace **THE SAVINGS**  
Get **\$1 OFF** next time you  
**EMBRACE THE SUN™**  
SAVE NOW >

SUBSCRIBE TO GET OFFERS:  ☀️

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USE AS DIRECTED

# WE ARE AN ENTERPRISE SOFTWARE & SOLUTIONS COMPANY

We make your cloud experience smart, secure and simple.

REQUEST A QUOTE

## OUR SERVICES



XTIUM PROTECTS YOUR DATA AND PROVIDES 100% RECOVERY AND HIGH AVAILABILITY



XTIUM CUTS YOUR INFORMATION TECHNOLOGY COSTS IN HALF



XTIUM CONTINUOUSLY IMPROVES YOUR OVERALL BUSINESS EFFICIENCY

VIEW ALL

## OUR CLIENTS



Paperworks, Inc.



VIEW ALL

## THE X-FRAME



Your SmartFrame

LEARN MORE

## WHO WE ARE

Xtium is the leading enterprise software and solutions company delivering the most secure private cloud experience with guaranteed app performance across the network. Xtium's flexible architecture puts customers in control. Xtium is the only service company certified to deliver Riverbed®, SAP® and VMware® technologies.



PRG

P | R

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Artists  
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History  
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Gallery Info  
TAKE A TOUR

JUL 04 2011 | AUG 13 2011 | AUG 22 2011 | NOV 12 2011 | NOV 18 2011 | DEC 09 2011 | DEC 30 2011 | JAN 14 2012 | FEB 05 2012 | FEB 17 2012 | MAR 20 2012

ROBERT LONGO  
Is an American painter and sculptor. Longo became famous in the 1990s for his "Men in the Cities" series, which depicted sharply dressed businessmen writhing in contorted emotion.  
WATCH VIDEO | GALLERY

GEORG HEROLD  
ROOFTOP

HELMUT NEWTON  
EASTWING



# Thank You.

Jared Friedman  
*Business Consultant*  
[jaredf@bluefountainmedia.com](mailto:jaredf@bluefountainmedia.com)

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Speak with us: 212.260.1978

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