

AdEasel.com

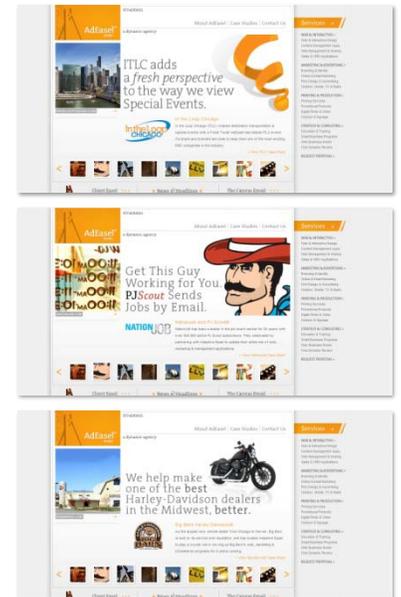
Our agency has reviewed your current online presence, and would like to present our ideas and solutions to improve your integrated web & marketing programs. We have rated your current web presence according to several important factors, and have provided additional strengths and opportunities below. Please take a moment to review our critique, and consider the advantages of having our dynamic agency, AdEasel, as your dynamic agency for the critical years ahead.



{ CORPORATE IDENTITY }

Category Ratings (Out of 5)

Layout & Design Composition, Presentation, Photography & Typography Style	
Features & Interactivity Interactive Features, Resources & Communication Tools	
Brand Integration Credibility, Consistency, Creativity & User Experience	
Sales & CRM Applications Lead Generation, Sales Tools, eCommerce & Quote Request	
Dynamic Content & Navigation Relevancy, Freshness, Stickiness, SEO & Content Depth	
Overall Usability Ease-of-Use, Organization, Convenience & Functionality	



Core Strengths

AdEasel.com showcases the scope of service and industry experience of Adaptive Easel. Subtle use of animation engages the user, and clean design elements allow for a smooth interactive transition throughout the site. Content is easy-to-find and organized well, so that the depth of the content becomes a positive surprise in each section of the website.

Key Opportunities

The Case Studies section needs to be expanded to better explain the services and solutions provided to each client, and the online proposal request form could also be improved to present a more professional and engaging experience compared to the standard contact forms readily available on most sites. Updating the brand would also improve perception and impact.