

# In First Place!



**Project First's new website needed to be professional, simple to use and easy for existing customers to find on Internet search engines. The resultant site was a success for all, providing accessible pages and putting Project First in first place ...**



Project First's new website needed to portray the company's professional image, while giving visitors the information needed, quickly and easily. A simple and consistent navigational method was required, using flyout links for menus and their subsections.

Gilbert Mackay, Project First's Purchasing Director, commented, 'As one of the UK's leading refrigeration, project management and contracting companies, our website needs to reflect the professional methods we have in place. We are now able to interact with our customers and suppliers in a quick and easy manner.'

Project First partners with some of the biggest names in retail including Tesco, Marks & Spencer, Waitrose and ALDI. A dedicated case study section on the website allows site visitors to see how Project First has successfully delivered projects on time and within budget.

During the development process, careful consideration was paid to the keywords and phrases, to ensure excellent positioning on Internet search engines. Thought had to be given to the phrases 'Project First' and 'Project 1st' as customers may have searched using either. The success of this can be seen, as both keywords now rank number 1 on both google.com and google.co.uk out of 54 million results.

## Project First now ranks number 1 on google.com and google.co.uk

Although the site is designed to be modern, it has maintained a number of standard website navigational techniques, such as using the logo to navigate back to the homepage. Standardisation helps to provide a better web experience.

The changes made to www.project1st.com were made with visitors in mind. Good accessibility and usability of any site are extremely important and every page meets the W3C html and CSS validation criteria. The site is made more accessible by utilising features such as alternative text to assist those using screen readers.



Danny Barker, who designed the website, said, 'Working for a well-structured and professional company such as Project First always helps to deliver a successful project. The website they now have achieves an excellent balance between usability, accessibility and an aesthetically pleasing web presence.'

For more details on Project First please visit:  
[www.project1st.com](http://www.project1st.com)

For more details on website design and promotion visit:  
[www.dannybarker.co.uk](http://www.dannybarker.co.uk)



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