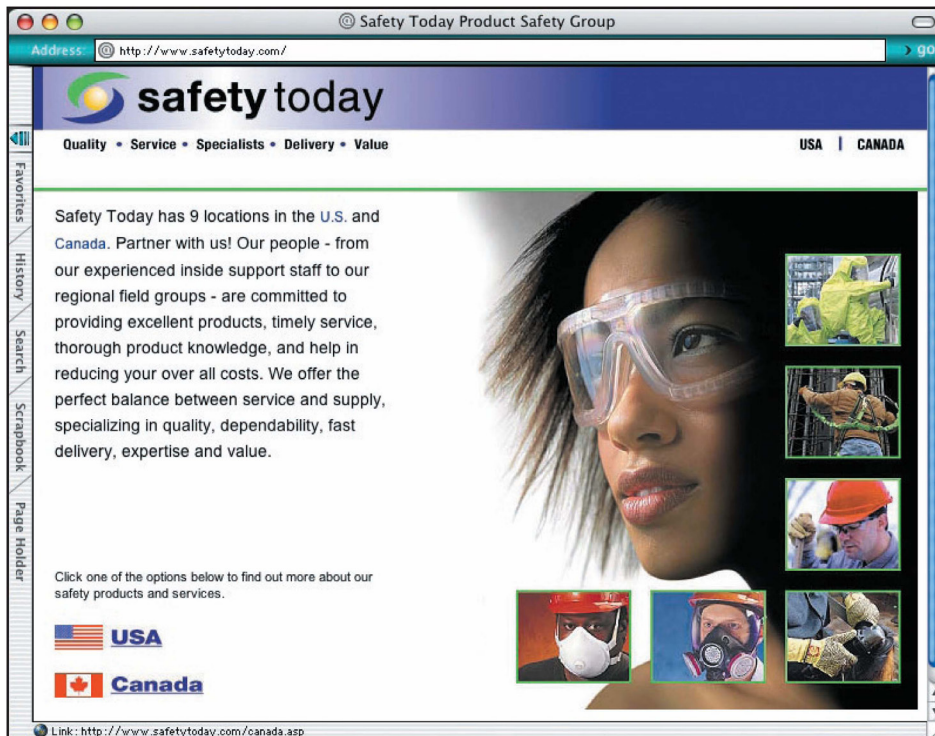


CASE STUDY

GATEWAY SAFETY INC.

Web Site Redesign



Client Situation:

Position Gateway Safety as the leading supplier of eye and head protection products.

Tactics:

Stevens Strategic Communications created a new web site featuring “autonomy” techniques to improve search engine optimization for keywords. Advertising and publicity projects positioned Gateway as the leader. Used advertising, the Internet, and public relations to create a buzz for Gateway Safety in the safety industry.

Results:

Gateway Safety efforts bolstered search engine results, bringing the company to a first place rank for priority keywords. The company was viewed as a leadership company according to available research.

BMA Tower Award, IABC Vision Award

An Award-Winning Communications Firm

FOLLOW US ON THE WEB



STEVENS STRATEGIC
communications, inc

INTEGRATED MARKETING
CORPORATE COMMUNICATIONS
CRISIS COMMUNICATIONS

Gemini Towers Suite 500 • 1991 Crocker Road • Westlake, OH 44145

tel: 440.617.0100 • toll free: 1.877.900.3366 • fax: 440.614.0529

www.stevensstrategic.com • estevens@stevensstrategic.com