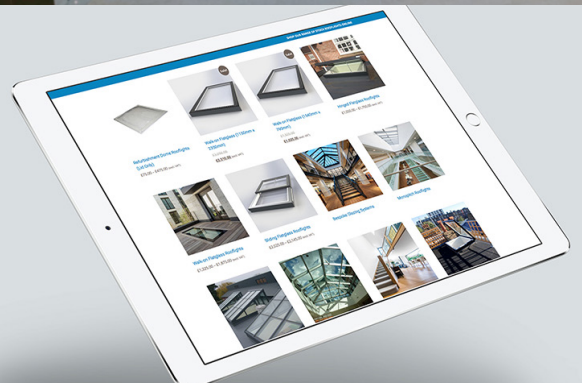
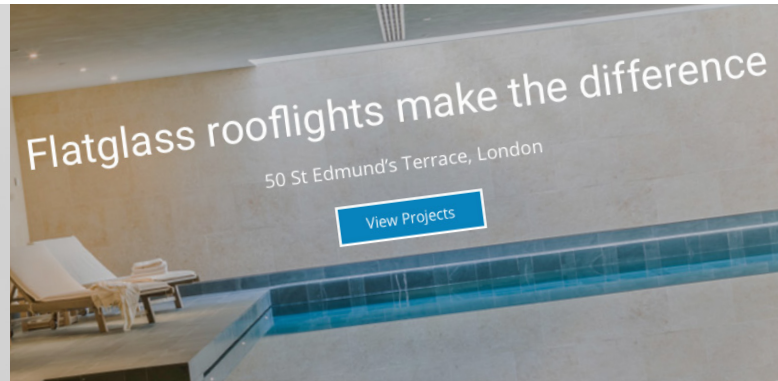
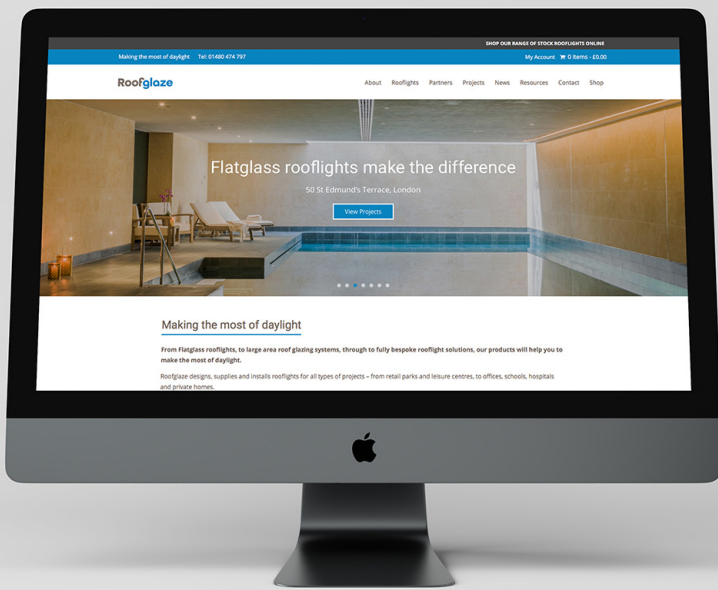


# 4. BEST USE OF WEBSITE



## Roofglaze

### Making the most of daylight

The brief for creating a new website for Roofglaze was rooted in real business objectives: creating a revenue stream for the company, with the aim of generating sales in excess of £10,000 per calendar month within three months of launch.

Harris' philosophy blends creativity with data to build websites that deliver measurable results and offer a smooth, appealing user experience. This philosophy was applied to Roofglaze's website at every step: from the initial detailed review, to the ongoing site maintenance.

We combined on-page and off-page SEO techniques with aesthetic web design and simple navigation to appeal directly to Roofglaze's core markets, and thereby succeeded in securing an impressive five-figure return on investment.

In fact, Harris delivered on every objective, with users, sessions and page views all significantly increased following the site's launch and monthly sales more than tripling the amount required by the brief.