




@ BITVERO

CASE STUDY

Swift Digital Services

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BITVERO ON BEHALF OF PACIFIC INFOTECH
2, WIER PLACE, STAINES



Introduction

Swift Digital Services is a family-run business incorporated in Dec 1991 by the managing director Tony Evans.

The company is based in High Wycombe and are one of the UK's premier suppliers providing quality printing and a range of document management systems.



Project Summary

Pacific/Bitvero was approached by Swift Digital Services to redesign a website from the scratch, they wanted us to design custom theme to prominently showcase their products and services and to meet the ongoing trends of the industry.

Project Journey

We proposed a sitemap after competitor research, and request answers of pre-defined questions from the client in a document.

Which included details related with the brand aim and objectives, existing USP's of the business, branding guide lines if any and about the brand itself & it's competitors, likes and dislikes related with fonts/colours etc.

Next step is wire framing & a design in PSD for which we work with expert photo shop designers.

Challenges

The challenge was to meet client's expectations within the stipulated timeframe and to Deliver within the budget.

Then involvement of the SEO team to allocate USPs and CRO optimisation to attract search bots.

Results

A crisp content when blended with a tailored design produces resonance.

The digital asset proved instrumental in their business growth.

Swift digital is happy and continuing with the same since then.