

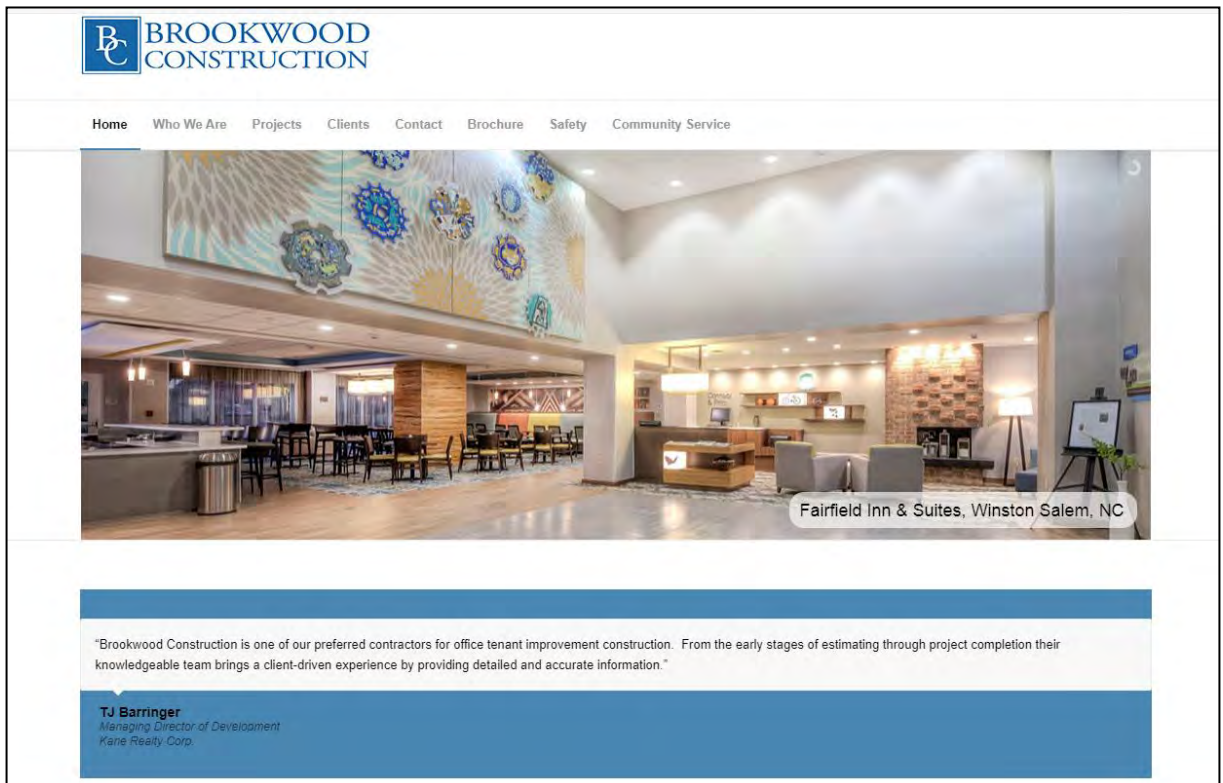
CASE STUDY: Brookwood Construction

Brookwood Construction, a leading construction firm in Raleigh, NC, came to Kristen Cooper Public Relations for a website redesign. Brookwood specializes in creating spectacular interiors and providing construction services on various project types including corporate interiors, real estate development, hospitality, retail, and healthcare.

This website redesign required a complete reimagining of the way Brookwood’s work would be presented to potential clients who use websites as a pre-qualification tool. Their new site needed to better showcase the expanse and quality of the work Brookwood provides to its clients. This was achieved by showcasing their high-profile interiors with new photography and more extensive project information. Additionally, quotes from satisfied clients were incorporated into the site to confirm Brookwood’s level of expertise.

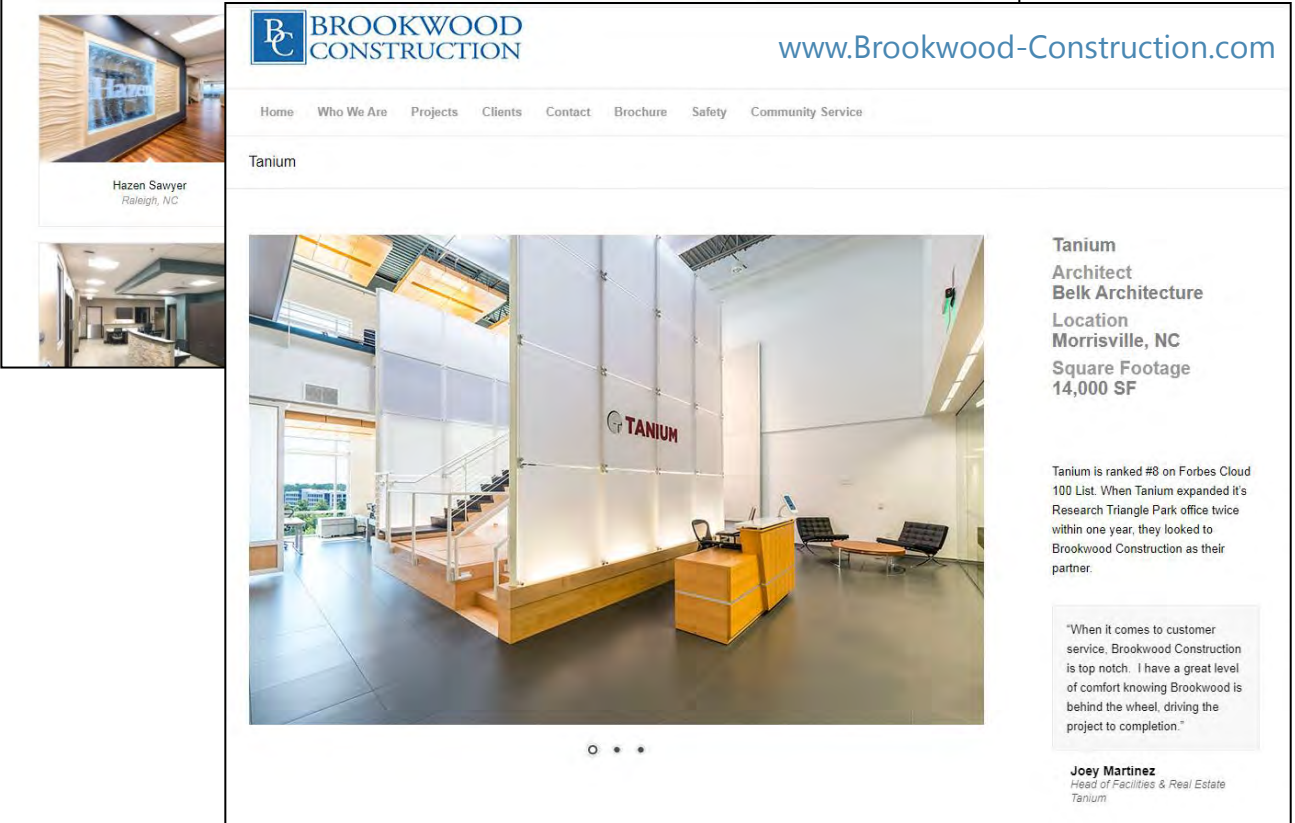
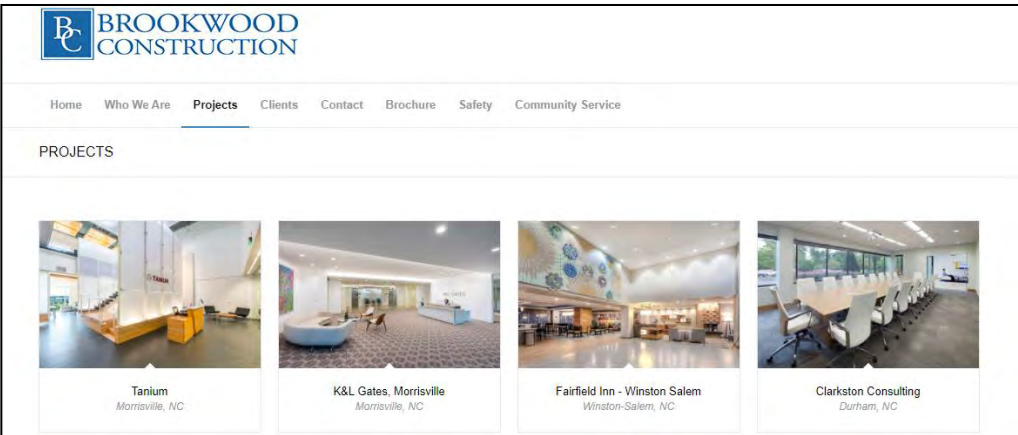
A premier architectural photographer was selected to properly showcase Brookwood’s finished projects. Photo shoots at several sites in the Raleigh/Durham area yielded images that properly showcases Brookwood’s current and past projects.

www.Brookwood-Construction.com



CASE STUDY: Brookwood Construction

Over 25 projects are highlighted on the site. Each project's spotlight page includes information on the architect, location, square footage, and a description of the work involved in achieving the finished product. Each project has a main photo plus a gallery of additional photos in a slideshow format. The site is designed to sort the collection of projects by industry type.



CASE STUDY: Brookwood Construction

One of Brookwood’s strengths is the team of experts who carry out projects from beginning to end. A showcase of 20 top personnel provides a closer look at their expertise. Bios for the employees were compiled and new and consistent photography was used to complete the “Who We Are” section on the redesigned website.

Other sections in the new design include Client Overview, Safety Procedures, and Community Service work.

