

Acclaim Energy Site Redesign

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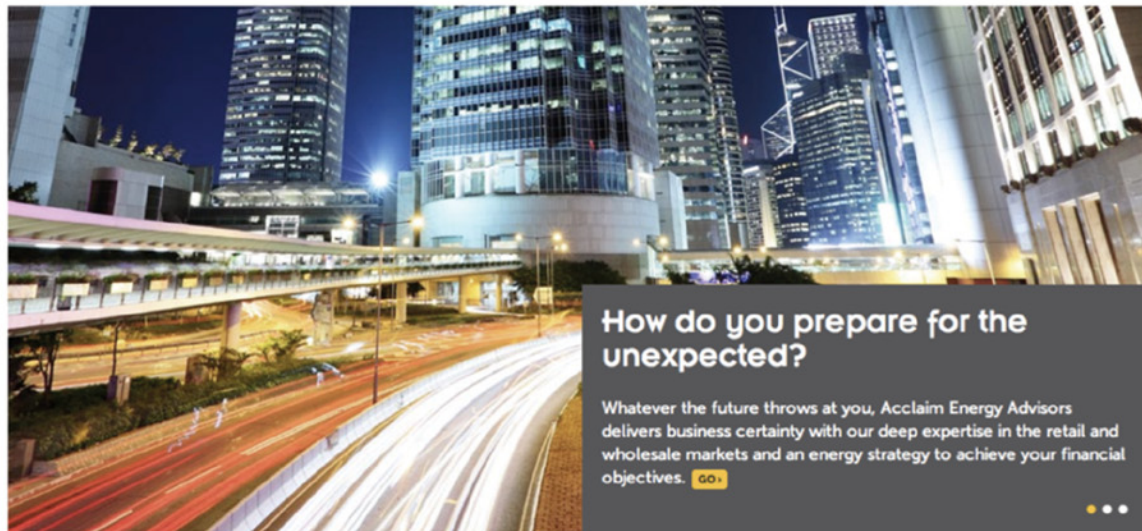
SEARCH



Innovation

expertise

results



Who / What

As part of their re-positioning effort, Acclaim Energy Advisors wanted an updated site that both better communicated the depth and breadth of their services, as well as was optimized for search engines.

Highlights:

Working tightly with Acclaim management, web development partner [Whiteboard Labs](#), and SEO/inbound market leader [HubSpot](#), GlobalWrites team members:

- Interviewed Acclaim team members and management
- Wrote original copy for the entire site and worked in tandem with HubSpot to develop SEO-friendly copy
- Integrated all approved copy via the customized WordPress site back-end
- Launched March 2012