

## Saulsbury Industries

Saulsbury Industries | Managing a Website Redesign and Content Strategy

### THE CHALLENGE

Saulsbury Industries, a nationwide full-service engineering, procurement, and construction (EPC) company, partnered with Pierpont to help oversee and project manage a redesign and content management system (CMS) re-write of their website. Saulsbury sought a website that had easier accessibility, search functionality, and improved look and feel.

### OBJECTIVE

Pierpont crafted an overarching content strategy and worked with Saulsbury's marketing team and subject matter experts to transform, create and update all content to reflect the company's updated service capabilities and industries, while also emphasizing Saulsbury's extensive safety record.

### SOLUTION

During this process, Pierpont also managed internal approvals, oversaw the updated look and feel of the website, and checked for quality assurance.

### RESULTS

The result was a refreshed website with improved usability, extensive support materials, and robust search functionality for Saulsbury's clients to find information on service capabilities, industries, and safety protocols.