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## **O<sub>3</sub> INTERNET CONSULTING Case Study**

### Julie Roland

Julie is a graphic designer with a wide variety of entrepreneurial ideas. Her flagship website needed to accomplish the following goals:

- Pull her ideas together in one place,
- Serve as a jumping off point for existing websites and for new websites as they are developed, and
- Provide an overview of her general philosophy and intent.



[www.JulieRoland.com](http://www.JulieRoland.com)

As a part-time entrepreneur and full-time mom, Julie is careful to use her work time wisely. O<sub>3</sub> helped her plan the development of her websites for the future and how they would be featured on the JulieRoland.com website in the interim.

Julie wanted a particular look for JulieRoland.com that allowed each of her eight ideas to have equal representation within the navigation. The design reflects Julie's perspective of supportive warmth and nurturing, yet has an otherworldly feel. The entire website is an invitation to "think outside the box".

Julie redesigned the layout and graphical elements, and, based on her artistic direction, I made extensive changes to the original design template. Working together, the pages were rebuilt to suit Julie's needs.

Links to Julie's existing websites for Shaklee, USANA and SGR are contained in the main menu. Eventually, each of the eight main menu item will have a stand-alone website.

The new website highlights Julie's philosophy, graphic design business and ideas for green facilities for children, for expression of gratitude, for healthy living and for creating a better world.

Julie brought the creative design and healthy living ideas to the project, but needed assistance with project planning and the technical aspects of hosting, site construction and publishing.

Julie will maintain her website using Adobe Dreamweaver. Personalized training and step-by-step documentation will help her maintain this website and provide a solid foundation to plan, design and launch five future websites as she realizes her dreams.

O<sub>3</sub> websites – delivered On Time, On Target, On Principle.

➔ How can I help you meet *your* goals? Contact me for a free evaluation.