



**Carol Kneeder**

217.528.9803  
 OnTarget@O3Internet.com  
 www.O3Internet.com  
 fax 217.528.9804

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

### Paris Dry Cleaners

Paris wanted a website to:

- Market their dry-cleaning services to a younger audience,
- Educate potential customers about the unique advantages of Paris' storage, preservation and green dry-cleaning services, and
- Celebrate the 100-year anniversary of the business in the same family.

The new website reflects the Paris business, with a clean, simple, understated and service-oriented design. Old Paris photos and line drawings provide a sense of history, supplemented by current-day photos of Paris' unique vaults, wedding gown preservation services and community involvement.

The Paris website team grew to include nearly all the Paris employees, and their fun and creative ideas were implemented professionally within the understated design.



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

A rotating header encourages younger professionals to “Dress for Success”. “Reliable Paris Truck #5” and the “Paris button” icons embody convenience, ease of use and quality throughout the site.

Content was written and copyedited to highlight the values of trust, service and dependability to Paris customers. A statement of tribute to the founders of the business is a reflection of the dedication of the current owners, the founders' grandsons.

From the initial planning meeting to website launch, the project spanned five weeks. The short timeframe reflects the dedication of Paris owners and staff, careful project planning and great teamwork. Every website project should be this much fun!



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

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