

A BRAND NEW WEBSITE

GWCON

GWCON – Ground Water Consulting has assisted numerous municipal services and industrial companies with their expertise in Water/Sewage and Energy infrastructure. As a consultant and project manager/adviser they specialize in submerged pipeline installations, road and ground design, geotechnics or final inspections. Indeed, a fascinating sector where the projects often extend over a long period.

WHAT WAS THE ASSIGNMENT FOR GWCON?

Patrik Mårtensson, CEO at GWCON turned to Brandperior when they required a brand-new website. The purpose was to establish digital visibility and a platform to present their services. And facilitate for stakeholders to connect with GWCON.

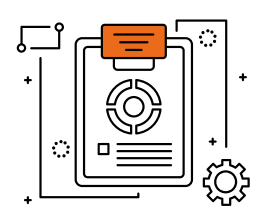
The entire project was completed within a month from start to finish. After the first meeting we established the fundamental framework, including pages, content requirements, colour palettes and fonts. Brandperior offers various basic templates for websites, which proved ideal for this project. Patrik had most of the material ready in terms of text and images. Brandperior edited these materials and integrated them with diverse graphic elements. We also conducted SEO optimization on the text content. It was a rewarding project in an exciting and technically advanced sector.



WHAT WAS GWCON MOST SATISFIED WITH?

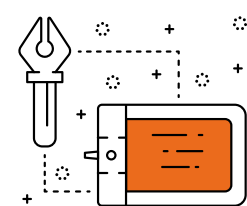
“Digitalisation is not my strong suit, so when Brandperior provided guidance on the overall vision and advised me on content and presentation it was really helpful. We incorporated my existing photos and illustrations, but they also offered expert recommendations for optimal website use. Now, I have a page that reflects our work with a professional impression.”

Patrik Mårtensson, CEO, GWCON



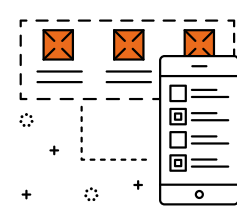
STRATEGY

Digital presence
The Brand
Communication
Visual Identity
Accessibility



DESIGN

Graphic Profile
Graphic Production
Photography
Film production
Print



WEB

Website
SEO
Project partner
Master Data
E-Commerce

BRANDPERIOR.SE