

WEBSITE & ON-SITE PHOTOGRAPHY CASE STUDY

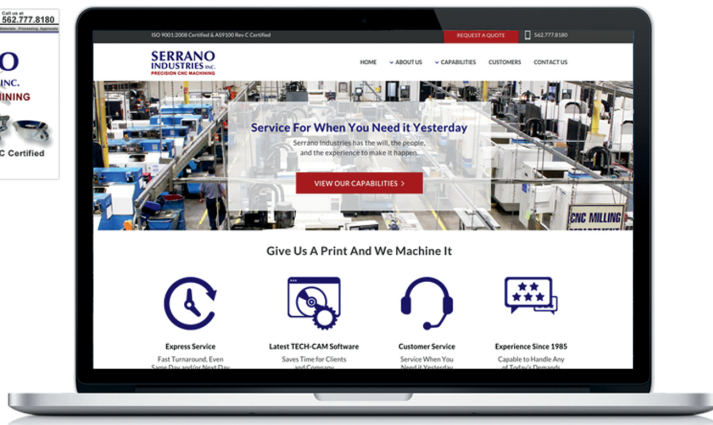
SERRANO INDUSTRIES INC. PRECISION CNC MACHINING

WEBSITE REDESIGN

BEFORE



AFTER



ON-SITE PHOTOGRAPHY SERVICES



Overview

Serrano Industries, a precision CNC machine shop located in a 30,000 facility in Santa Fe Springs, CA knew it was time to start thinking on the Internet as a marketing and sales tool. They came to Infinite Communications looking to portray the level of service they have come to be known for the last 30 years. They hired Infinite for a complete redesign and responsive development of their website.

Services Rendered

Website Design & Development
On-Site Photography
Graphic Design
Content Development

Challenge

Serrano Industries had been looking for a solution to upgrade their existing website. Their current website was not mobile friendly, it was outdated, and didn't reflect the service they wanted to portray online. They wanted the website to serve as a sales tool and to provide a great first impression for prospects looking them up online.

Approach & Results

The project started with an in-depth tour and discovery of the 30,000 square ft. machine shop. A professional on-location photoshoot was done to capture the new quality equipment and dedicated team members. The website highlighted the 4 areas they wanted to promote Services, Software, Experience and Fast Machining.

Client Testimonial

"The team at Infinite Communications definitely knew what they were doing. They were professional, creative and responsive throughout the project and I would recommend them to any company that wants to step up their game online."

Jorge Ballestero

Senior Buyer , Serrano Industries