Ascot Residential Homes Case Study

Ascot Residential Homes decided to revamp their old website and were daunted by working with a complex site. They quickly got to grips with the Umbraco CMS which allows them to keep their site up to date.

Challenge

Ascot homes needed a quality website that would reflect the quality and integrity of the care they provide. Their brand is a superior level of care home and it was essential that the web site sold the values of their business to the friends and relatives of current residents as well as being a very important sales tool to attract new residents.

Solution

The solution was an image rich site that is visually very appealing. Embedded video literally tells a story of the benefits of the homes and so paints a rich picture of quality care with quality accommodation supplemented by quality care.

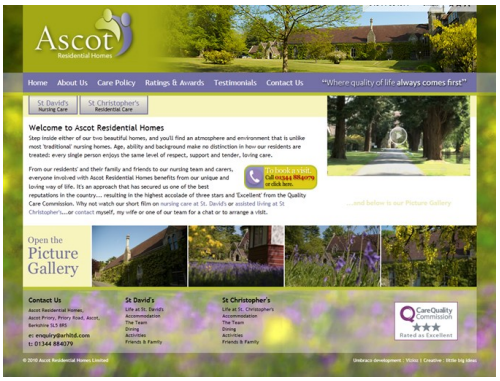
Because the final solution is based on Umbraco CMS the client can easily update content as they see fit.

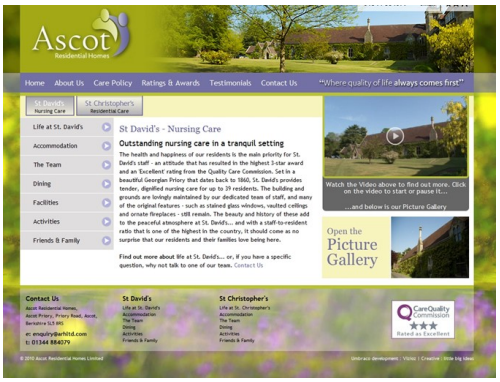
Benefit

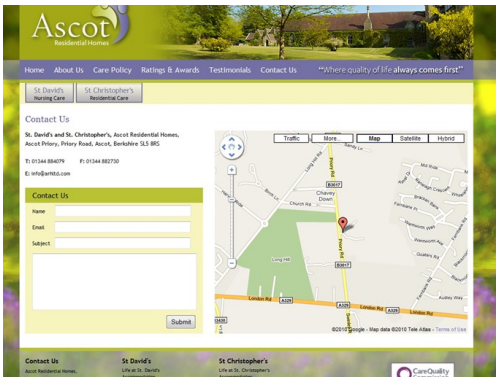
The web site has been very warmly received by Ascot Residential Homes and their current residents. The video content has helped allow site visitors to gain a feeling of the warmth provided by the Ascot Residential Homes staff.

Ascot Residential Homes are now able to keep their website up to date by using the Umbraco content management platform.

This allows Ascot Residential Homes to add information relating to special events, new services that they offer and continue to enhance the content to ensure that it represents the experience of being a resident in one of their homes.







Summary Data

Project
Marketing website

Timescale
3 weeks

Delivered
A fully featured Umbraco based CMS website solution

Technology Used
.net, Umbraco, JQuery, CSS, Hosting, Deployment

Client Site

www.ascotresidentialhomes.co.uk

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