

Case study

Website content

a. Background and objectives

MCL was approached by a leading fashion retailer to source copywriters for its new website. After meeting extensively with the client, it became clear that the role required was a full project manager to deliver the new site.

The client – a fast fashion retailer – did not regard the website as critical to its business, which was based on selling high-volume, low margin fashion in about 150 stores. However, with MCL’s input in managing, copywriting and image-sourcing for the new site, the client applied itself fully to its new site.

b. What we delivered

The MCL team created a project plan for the new site, working with the technical services providers. They researched the company’s cultures through a series of interviews with key people at all levels of seniority and completed the copywriting, image sourcing and changes to the original sitemap.

MCL also provided a central point of communication – as it still does today – for the client’s internal and external teams involved in developing the content and functionality on the site.

As well as the core site, there is a micro-site and a number of other pages which fulfill specific purposes, eg store openings, store locator and localized non-UK recruitment. External databases are also linked to provide other functionality and MCL maintains these as well. MCL also manages the process to translate the site into other languages.

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The team continues to provide creative and project management resource to the client, as well as direction for future exploitation of the Internet. Its initial single-language site is being extended to another four languages immediately and others in the near future.

MCL is also in a position to provide other outsourced services to this client, eg product photography – from photo-shoot to website.

c. Results

MCL has provided an outsourced service for this client which allowed it to improve vastly on its previous website and which fits in well with their sensitivity to incurring unnecessary costs. It has allowed them to focus on what they do best – buying and selling products.

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