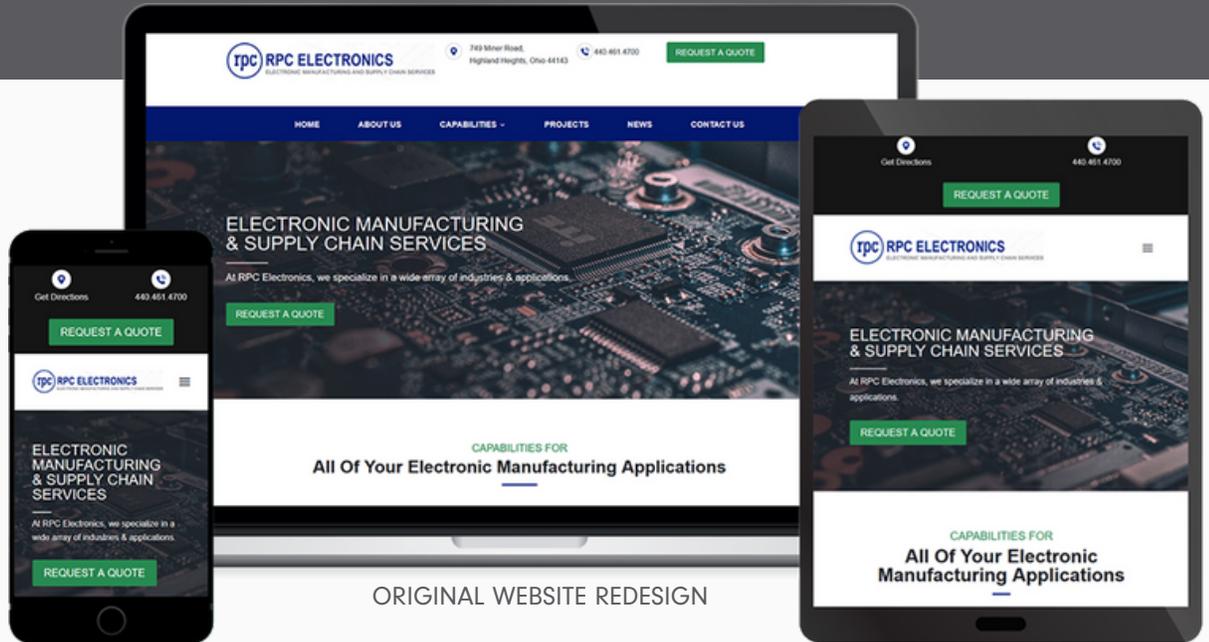


PROJECT OVERVIEW

RPC provides Industrial OEMs with valuable solutions of electronic components, kitting, assembly services, and obsolescence design services. RPC's audited 20,000 square foot warehouse and assembly areas are organized to ensure each customer has its own secure production while we still create valuable efficiency from our experience and business practices.



THE CHALLENGE

A website is never finished. We worked with RPC Electronics to re-design their tired website. Over time, the business changed. The ownership changed, they moved buildings, and needed a refresh of their site to better represent the internal changes that happened since IGV had initially launched their new website.

In addition, the client had a video produced that they wanted to utilize on the front page to help their buyers understand their capabilities. RPC Electronics sent us the footage and we were able to edit and enhance the video to update it for their website.

At Innovative Global Vision we never want you to know that your site has been built with change in mind. Business changes and your website needs to be a current representation of who you are.



THE APPROACH

Using video on a website is a great way to add movement and tell your story. When RPC requested that we find a way to incorporate a video into their site, we had to start with the end in mind. What should the best practice for hosting a video be on a website? What platform should we use to host the video? Where should that video live within the website? How can we maximize the footage to give the client the most out of a piece they already paid for?

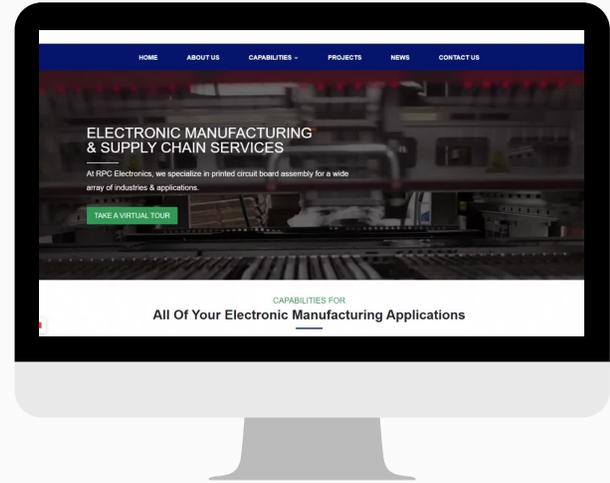
THE RESULTS

We used Google's best practices for embedding video by creating a blog page for it to "live." Then we were able to share the video on the front page utilizing a space where there was duplicate content for a "contact us" piece. We then took snippets of the video and created movement in the header of their website. This made the page more dynamic for users, while showcasing RPC Electronics capabilities.

WEBSITE UPDATE

- Improve front page design
- WordPress
- Video Hosting
- Video Editing
- Responsive Design for video

UPDATED WEBSITE LOOK



SCAN ME



We were very pleased that you (IGV) added the video to our banner. It stands out and looks great! I was also pleased that you edited our Virtual Tour video for us. I was pleased with your service and fast response!

Thanks for helping us make this a better website.

-Rick Cardinale
VP Operations/GM, RPC Electronics Inc.



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