

Climb Leadership Consulting, a business consultancy headed by Chuck Garcia specializing in sales & leadership training, business culture improvement, and communication skills, contracted Hudson Fusion to develop a new website for the venture. Hudson Fusion worked with Garcia to identify the brand personality and develop and deploy web copy that properly communicated the right voice. Through close consultation, HuFu discovered the aspirational voice the website needed, and composed clean, meticulously reviewed web copy that supported the brand.

How Hudson Fusion Made It Happen

- Developed branding and messaging for Climb Leadership Consulting, including logo
- Developed brand-appropriate voice for web copy & messaging
- Extensive keyword research was conducted to ensure that every page would be optimized for search engine performance
- Individual service pages were written with individualized messaging that supported the brand. Each service was treated as a separate product with its own specially developed pitch and messaging
- Worked closely with client to ensure that the final web copy reflected his vision for the enterprise

Results

Climb Leadership Consulting received an excellent website with copy that drives business by clearly communicating the business' nature, its values, and the personality of its founder - all of which were leveraged as selling tools



 Branding & Positioning

 Website Development

 Copywriting

