



## News Release: For immediate release

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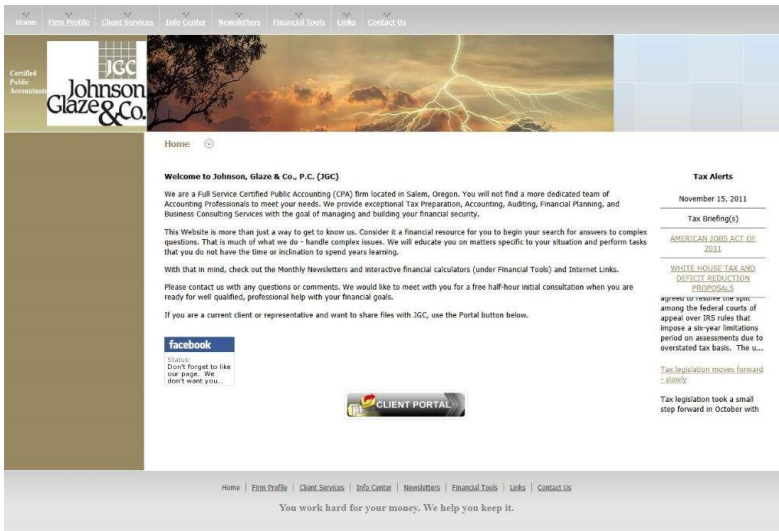
### A New Website for Johnson Glaze & Co., CPAs

MCMINNVILLE, OR: [Creative Company](http://CreativeCompany.com) has completed a website makeover and rebuild for [Johnson, Glaze & Co.](http://JohnsonGlaze.com) (JGC), a Salem-based CPA firm. The new site is designed to differentiate JGC from other firms; introduce their services and partners to potential clients; and reinforce key messages. Built on a mobile-friendly platform, the long home page and fresh look draws visitors in, while the photos add personality.

Creative Company's work with Johnson, Glaze & Co. began in late 2011 with a brand audit that led to creating new messaging to differentiate the firm. What sets Johnson, Glaze & Co. apart from other CPA firms are the practical, proficient and personable partners and staff. The final positioning statement: "Accounting for real people, real business, real life. Going beyond the tax return year after year." is used on the website, in advertising and other communications.

The second phase of marketing created a series of ads and revised the existing website. A refreshed design and new content updated the appearance of the website without changing the existing platform. Stronger photos, better readability and a new color palette provided short-term improvements on the existing structure within its limits. A targeted AdWords campaign during tax season drew more traffic.

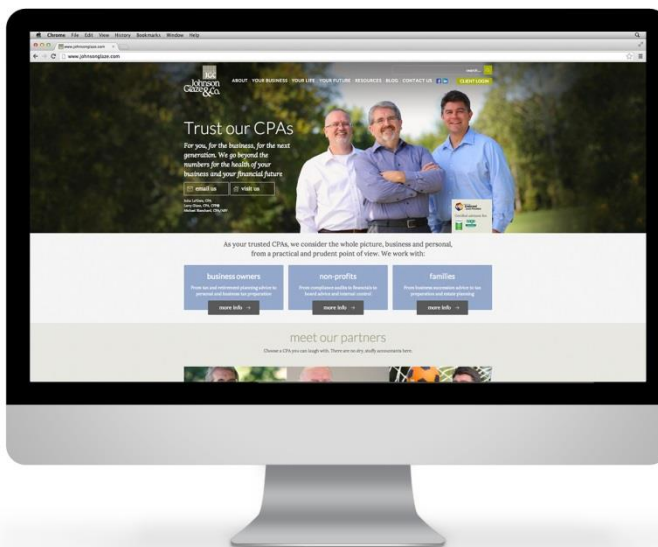
ongoing response



**Original home page as of 2011 (left) and home page after reskin in 2012 (right)**

In 2013, Johnson, Glaze & Co. was ready to upgrade to a new, more flexible platform and mobile-friendly design.

The new design's home page is a "stripes" layout to help users scroll to specific sections of information. Visitors can self-select what's relevant to their interests and easily click through to details.



**New home page after website rebuild**



**New home page on mobile**



“Our new website is much more open and friendly and better reflects who we are for our clients. Creative Company did a great job in capturing exactly what we wanted to portray,” said [John La’Gere](#), managing partner of JGC.

“The crisp look; large, open type; and engaging photos communicate how approachable the partners are. The long home page with big badges and multiple levels of content helps visitors quickly find what they need, whether they’re on a laptop, desktop, tablet or phone,” said [Jennifer Larsen Morrow](#), Creative Company president. “We’re using this site as an example of today’s easy-viewing, more open websites. Even a conservative professional services firm can have a visually-appealing website that’s easy to use!”

## About Creative Company

For more than 30 years, Creative Company has been providing brand strategy, development, management and optimization for clients in a wide range of industries.

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