

Wen-Parker Logistics, a global freight forwarder and supply chain solutions provider located in Mahwah, New Jersey, operates a worldwide business covering a wide range of services and shipping needs to over eighty countries. Saddled with an unattractive, out-of-date website, Wen-Parker was looking to modernize its digital presence while offering industry-expert visitors clear and actionable information about their services. They wanted to more accurately convey the scope of their operation and better emphasize their global reach, and provide a fuller picture of their service offerings.

Results

- Hudson Fusion deployed a new website featuring attractive, up-to-date design and marketing-optimized, technically accurate web copy
- Provided stronger and more consistent branding and imagery to communicate Wen-Parker's global scale and unique service offerings

How Hudson Fusion Made It Happen

- Developed a branding program focused on communicating the breadth of their business and ability to operate across the planet
- Broke out their vertical markets into new sections to allow for clear and immediate accessibility
- Ensured that the website's messaging was client-centric, emphasizing their ability to understand and satisfy customer needs
- Developed a unique identity as "not your typical logistics company"
- Emphasized the diversity of their services, with each offering getting a laser-focused, SEO-optimized page



- <> Website Development
- ✍ Copywriting
- 💬 Content Strategy & Development
- 🔍 Search Engine Optimization

