



## PACETECH, INC

Steve, President

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The medical monitor company was in desperate need of a new website and internet marketing plan when I arrived on the scene. The old site, besides containing incorrect information, looked way out of date and done by an amateur. When you are selling \$3000 monitors to medical facilities internationally, your website need to convey a much more professional image.

The first thing we wanted to do in the design was show the human side of the company's mission.

Products serve the direct patient caregivers so showing that is important. We attained these additional goals with the design and function of the site:

- Soft but vibrant and complementary colors to set the tone
- Clear display of the simple product line available from PaceTech
- List of main features available on each product
- List of care settings using the monitor so each can identify.
- Organized list of features on individual pages, expandable for further explanation
- Clear call to actions for a phone call quote or form fill-out

We also created a Google Pay Per Click campaign focusing on patient monitor and medical monitor keywords resulting in a 10x profit return on investment.



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