

Eye catching website reflecting new branding with sortable and searchable news area.



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## THE BACKSTORY

The founders of Horan MediaTech are experts in business strategy, startup marketing, and executive coaching. Together they have over 80 years of combined experience.

They invest directly as well as through several early-stage investment funds in the Pacific Northwest. In addition, they have a long history of partnership with leading investment banks and private equity funds across the country to advance later-stage companies.

Because of their backgrounds, they focus most of their attention on media and consumer internet companies and B2B services companies, and consumer products.



## THE CHALLENGE

The company had recently undergone a rebranding, but their former developer coded their website so that it was difficult to impossible to make any changes to content or design in the CMS as it was intended.

They wanted a website that embraced their revised brand and easily conveyed their current focus and target clientele. It was also critical that their news area would be sortable, searchable, and SEO friendly.

# BET HANNON BUSINESS WEBSITES

"Horan MediaTech Advisors recently completed a rebuild of our website with Bet Hannon Marketing. We found Bet and her team through the enthusiastic endorsement of Cascade Seed Fund. I now have the pleasure of passing on that recommendation. Bet's team has a very tight, structured process and communicates very well. They ensured that our site was both accessible and optimized for search. We are exceptionally happy with the end product."

**Peter Horan**  
Founder of Horan MediaTech Advisors



## THE SOLUTION

We developed a one-page website with a news feed/blog. The new site features included eye-catching elements that met WCAG 2.1 AA contrast requirements. Black and white photography and graphics were incorporated to make their new branding take center stage. In addition, sections showcased the founder's bios, and their client portfolio was elegantly displayed on desktop and mobile.

The news feed allows media (video, audio, podcasts, etc.) to be embedded easily, keeping readers on the website and improving user experience and SEO. Additionally, the newsfeed was now easily searchable to allow readers to find related articles and blogs quickly. As a result, the CEO can easily update the site and maintain his authentic voice in the industry.



## THE RESULTS

The new site seamlessly incorporated their new branding. What was once a slow-loading website, now loaded in seconds, dramatically improving SEO. In addition, the site met WCAG 2.1 AA requirements allowing enhanced accessibility for everyone.