

Franklin Bank Web Site Maintenance & Redesign

Who:

Franklin Bank, growing aggressively via acquisitions, is a \$4.5 billion community bank based in Texas.

What:

Site Maintenance & Redesign

When:

October 2004-April 2006

Highlights:

Helped maintain site content to keep pace with bank growth. Consulted on concept, information architecture, writing and editing for their redesign.

- ⊕ Worked closely with client's internal Web site committee, vendors including ISP, graphic designer, programmer, and project manager to ensure successful site launch.
- ⊕ Wrote or edited all content on the site to speak to four audiences (consumer, small-medium business, commercial, and investors) in a friendly, community-oriented voice.
- ⊕ Consulted with the project manager and graphic designer to develop a better user experience and stronger information architecture for site flexibility and easier maintenance.



Web Address:

<http://www.bankfranklin.com>