

Making a compelling case for service and location

Business Service Center-Bellevue provides first class office space and a full range of back office support services in a prestigious, downtown Bellevue, Washington location.

Strategy and Approach

- Developed a content and messaging strategy that positions BSC Bellevue as an affordable, top class facility providing all the best services and location, location, location
- Designed content, navigation and interfaces for current clients and visitors to easily access content relevant to their specific needs
- Designed and strategically located online sales tools for potential clients in both the office rental and professional services arenas
- Optimized the site to be at top of search engines for visibility in the Bellevue and surrounding market

The Bottom Line

BSC Bellevue saw that visitors to the site were much more targeted and that their current client base was able to use the site as a solid resource, improving operational efficiency.

www.BSCBellevue.com



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