



Honeycomb Creative

print + web communications

Media Release

Honeycomb Creative Adds Functionality to and Improves Usability for TTM Finishes Inc. Website

Maple Ridge, BC, June 10, 2011...Honeycomb Creative Solutions today announced that it has finished adding functionality to and improving usability for www.ttmfinishes.com, a website it developed over five years ago for its client TTM Finishes Inc.

"The website needed an update but not a complete re-design. The layout and design had stood the test of time and still looked clean and fresh, so we focused on improving the site's navigation and adding an a news announcement section and a project photo gallery," explained Allen Haslinger, Honeycomb Creative's Marketing Project Manager.

The site was originally designed with a simple top navigation system. But as the company expanded its services and added more product information to the website, the top navigation became unwieldy: web pages were listed in very long drop-down menus, making the website appear messy and reducing accessibility.

To solve this problem, Honeycomb Creative added an easy to read side navigation menu to TTM Finishes' painting and flooring sections. The side navigation consists of quick links to secondary web pages.

To help with SEO, Honeycomb Creative added a Recent News section to the website's homepage. TTM Finishes can use the section to announce completed projects, new products or new services.

"By regularly publishing news announcements and project information, TTM will, over time, improve its search engine ranking," said Haslinger.

To showcase TTM Finishes' work and the different types of projects it undertakes, Honeycomb Creative added a project photo gallery to the website. Every page displays a project photo complete with caption. The project photos help show site visitors the wide range of capabilities and services TTM can provide as a commercial painting and floor finishing company.

To help TTM Finishes Inc. manage the website content and to allow them to publish new information to the website as it becomes available, Honeycomb Creative provided TTM Finishes with access to an easy-to-use backend content management system.

Through the backend system, TTM can easily publish news announcements and upload project photos.

"We are happy that TTM Finishes loved the website we created for them so many years ago so much that they looked to us to help them improve their website.

Visit <http://www.honeycombcreative.com> for more information about Honeycomb Creative and to view its portfolio of work.

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About Honeycomb Creative

Creating Results through Creative Solutions and Services

Honeycomb Creative is a print and web communications firm that combines the disciplines of design, web development and marketing to create successful integrated marketing and communications projects. From strategy development to project execution, Honeycomb Creative helps clients derive the maximum value from any promotional initiative.

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