



Our website had been asleep for 6 years. Visitor traffic showed the lack of interesting material, user experience, and functionality (even for our existing customer base). Working with my vision for a tighter market focus, more readable and content driven experience for potential customers and my very specific look and feel requests Bill took our old website from "museum fossil" worthy to a very functional online business acquisition and education tool. The new site is sexy, and presents us to the world to look as good as we are (a clear conscious would require I admit better than we are at times.) Here's how I would describe our new site developed by Bill Ross: fast, modern, informative, and hyper functional in our calls to action. In a world of nearly unlimited options for developing websites I couldn't be more pleased. Charterbusgroup.com's site function and aesthetic appeal is epic.

After going through development on 12 different websites over the years, I have come to find that a good designer/developer/customer relationship is not just skill driven, it requires communication and the developer/designer catching the sketch of a vision in my head, for what they will make a tangible and functional reality. I got what I wanted: A pro experience and presentation for our prospective customer's first impression on our website, providing vendors the professional impression of our digital professional persona we strive to project, and very tight trackable visitor behavior based on the design of our targeted calls to action.

From concept to delivery Charterbusgroup.com was developed and delivered for launch within 6 short weeks. My serial entrepreneurial starts on new business will rely on Bill Ross in the future. The best testimony I can probably offer is we're currently redeveloping one site with Bill currently, and will launch a whole new event model site in the next 60 days.

Matt Wenger, Owner Charter Bus Group