



## Case Study – J. Cabot Catering Web Solution Project

J.Cabot Catering is a specialty catering company located in Center City, Philadelphia, Pennsylvania, who was seeking to improve their on-line presence and increase sales using their website.

BEFORE

### Previous Website & Challenges



- Website goals and objectives unclear
- Target audience and market positioning unclear
- Poor graphical design, identity and branding
- Poor navigation and functionality
- Not possible for J. Cabot Catering to make updates
- Difficult to contact J. Cabot Catering via their website

## Newly Designed Website & Complete Solution

AFTER



[www.JCabotCatering.com](http://www.JCabotCatering.com)

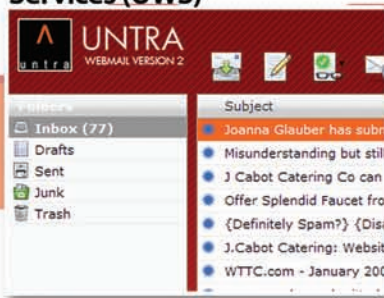
### Solution Details

- Redesigned professionally according to J. Cabot Catering business goals and strategy
- Advanced functionality, ie. Catering Request Form, Client Contact Form
- Untra Content Management System (UCMS) solution for content and features management by J. Cabot Catering
- Untra Webmail Services 2.0 (UWS) for premium webmail access to corporate email
- Untra Hosting Control Panel (UHCP) for J. Cabot Catering management of email accounts etc.
- Untra Website Usage Statistics (UWUS) for up to the minute website statistics

### Untra Content Management System (UCMS)



### Untra Webmail Services (UWS)



### Untra Website Usage Statistics (UWUS)



### Untra Hosting Control Panel (UHCP)



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