

CWG Case Study

From Frustration to Functional New Website in 29 Days

Overview

CWG Architecture wanted to create a new website that was modern, easy-to-navigate and better reflected their company culture. In trying to achieve this they hired two different marketing agencies and worked with them over a span of two years and much to their frustration, never successfully completed the project. After hiring a new Marketing Coordinator, CWG made the decision to part ways with their current service provider, and opted to hire Bridger Digital. 29 days later, CWG went live with a brand-new website that surpassed all their expectations.

About CWG

Founded in 1957, CWG Architecture has been serving Montana for over sixty years. In that time, they've become one of the most respected providers of architectural, structural engineering, and interior design services to some of Montana's largest entities. Huge Montana-based corporations (ever been in a Town Pump gas station before?), multiple Montana school districts, numerous residential and commercial clientele, and the Montana Department of Transportation have worked with them pioneering modern Rest Areas across the state. If you're a Montana resident, you've almost definitely set foot in a building designed by the hard-working, skilled staff at CWG Architecture.

The Challenge

Cassidy Blanton, Marketing Coordinator for CWG, approached Bridger Digital in September 2020. She'd taken over the position from her predecessor in the midst of a contract with another marketing agency, and wasn't happy with the service or the deliverable results. It had been nearly

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five months since her work with them had begun, and Cassidy knew that her company deserved better.

“ As someone who had worked on website development with previous employers, I was familiar with what our company would need to provide to complete website in a timely manner. I assembled all the material for the agency and worked with them for months trying to bring it to completion. After many failed deadlines and a request for additional funds to get the job done, we collectively decided it was time to part ways. This proved to be the best decision we could have made. Now have the site that we had envisioned from the beginning and a much more pleasurable experience. Our only regret is that we didn’t find Bridger Digital sooner.” - Cassidy Blanton

The CWG team was more than a little hesitant to hire a new service provider to start the same project over from scratch, especially since they had invested thousands of dollars into it already. Eventually, they decided to pull the trigger since the total cost to start over with Bridger Digital would be almost the same as what their original provider was asking to finish what they started.

Selection Criteria

CWG wanted an agency that would maintain open and consistent lines of communication through the entire process. The feeling of being in the dark and not knowing when the next deliverable would be arriving had been very frustrating, and they wanted to make sure that they wouldn’t have to repeat their experience.

Bridger Digital agreed to schedule weekly progress reports to show the CWG team exactly what had been accomplished and what was up next. Additionally, it was agreed that the project manager would meet with the team at their Helena office several times throughout the process to ensure seamless communication and immediate in-person revisions to the development site.

Benefits

Bridger Digital was hired on September 30, 2020. Fortunately, the content for the redesigned website had already been compiled and prepared, so it was a simple matter of planning the layout, building a prototype and developing it.

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Adobe XD was used to design the website and present the prototype for review. After a brief round of revisions, development work began. The website was built on CWG's existing WordPress installation alongside their old site and was able to be deployed with only two hours of downtime.

At the end of the process, CWG Architecture ended up with a blazing-fast WordPress site to replace their outdated predecessor. They got this done in a fraction of the time their previous providers had taken and paid less than half the previous fees. As far as the design's quality? Here's what Marketing Coordinator, Cassidy Blanton had to say:

"We understand that designing a website for a group of designers is no easy task! We all have high expectations and Bridger Digital exceeded those. John's ability to translate our ideas into a website design with minimal direction was nothing short of amazing. We sent our inspiration and our content then he was off to the races. CWG finally has a website that conveys who we are as a company. We could not more highly recommend the experience and expertise that Bridger Digital provided CWG Architecture." - Cassidy Blanton