

*“Wakefield Pork, Inc. was highly impressed with James Tower services before, during, and after the Web design process. As a new client to the World Wide Web, WPI could see James Tower would be a secure choice to create our company a high-profile presence within our budget. James Tower’s services have been consistently above standard since we’ve become a client. WPI recommends potential customers give them their highest consideration as they search for a company to meet their Web design or other marketing needs.”*

*- Rebecca Polzin, WPI Marketing and PR Manager*

### Company Overview

- founded in 1991
- a leader in the pork industry — ranked nationally in the top 25 by *Successful Farming* magazine
- leases and contracts facilities throughout central Minnesota and northern Iowa
- enrolled in the Pork for the European Union program

### Challenge

- WPI didn’t have a Web site, making them less accessible to prospective customers and employees
- their limited Web technology experience made creating a Web site on their own difficult
- WPI wanted to effectively communicate their business and voice
- they needed a company that could design a creative and functional Web site and stay within the budget
- WPI wanted to work with a company that could explain the process without using technical jargon
- they wanted to be able to update their site themselves

### Solution

- James Tower asked questions to get an understanding of WPI’s business, image, and style
- WPI wanted their site’s appearance to resemble their headquarter building, so James Tower met with WPI twice to get a feel for the building and how to carry over that look to the Web site
- James Tower’s team coordinator was in constant communication with WPI to ensure the work was moving forward and to keep WPI informed about each phase of the project
- James Tower suggested Contribute content management software, which met WPI’s needs without the addition of expensive, unnecessary features
- James Tower thoroughly trained WPI employees about site maintenance and also hosts the Web site in their facilities that boast more than 99.9 percent uptime

### Results

- Web visitors from North and South America, Africa, Europe, Asia, and Australia
- increase in visitors every month since creation in November 2005, with a 58 percent increase between December and January
- most viewed pages include current job openings, WPI’s “About Us” section, and contract opportunities

*Wakefield  
Pork,  
Incorporated*