

CASE STUDY

BARBARA IMRIE RMT

REGISTERED MASSAGE THERAPIST



About

Barbara has been practicing for over ten years and opened her location in Orangeville in January 2008. She continues to upgrade her skills with courses to enhance the treatments to clients using a variety of modalities and techniques. In her own words, Barbara's goal is "...to work with you to maintain and improve the health of your muscles and joints. Your massage therapy treatments are a partnership, and as partners we will work towards a common goal: To Your Health!"

Challenge

Barbara Imrie's old website was in need of upgrading, a new modern look with easy navigation so users could quickly access the information they were looking for. In addition to the website, Barbara wanted to showcase her business through visual content.

Solution

Metroland Digital designed, developed and executed multiple solutions to help Barbara Imrie promote her business online. Some of the services include:

- Revised website which now includes edited and added content , added images and new tabs promoting further services and products`
- 60 second video showcasing Barbara Imrie's business in action posted on Gold Book and Gold Book YouTube Channel
- Photo gallery displaying Barbara Imrie's location and services

Result

Barbara Imrie is excited about her new website. She is thrilled with the content added by Metroland Digital's creative team and with the video and photo gallery showcasing her business. She has gained several new customers due to her new website and is looking forward to keeping busy with many more.

