



Website Dev & Design for Film & Video Production Business

PROJECT DETAILS

 Web Development

 May 2022 - Ongoing

 Less than \$10,000



"The team has smart ideas on how to optimize a web page."

PROJECT SUMMARY

Perpetual Solution is developing an English and French website for a film and video production business. The team also enhances color schemes and other design elements to make the website more attractive.

PROJECT FEEDBACK

The client is still waiting for Google to index the site built by Perpetual Solution, but they've already experienced an increase in traffic. They have daily briefings to plan their daily activities and collaboration. The team is straightforward and approachable, which makes the engagement smooth.



The Client

Please describe your company and your position there.

I'm an independent filmmaker and the owner of a film and video production service offering individualized cinematic portraits.

The Challenge

For what projects/services did your company hire Perpetual Solution, and what were your goals?

I decided to hire a professional to build a professional looking website for my new business. Although I had built a simple DIY website before, I had no real experience when it came to the behind the scenes of a webpage, including Google advertising and analytics.



Nicolas Gulino
Director, Ciné Vie

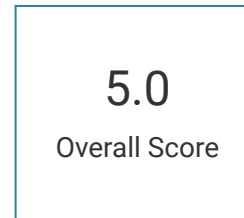


Motion Pictures & Film



Montreal, Quebec

CLIENT RATING



Quality: 4.5

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select this vendor and what were the deciding factors?

Perpetual Solution is thus far providing exactly what its title suggest: a perpetual solution to web design, marketing and basic virtual office management (phone, email, web) for a small business such as mine.

Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.

I provided PS the text and images in both English and French and PS came back with a professional looking and attractive webpage for my startup. PS provided expert opinions as to colour schemes, design and other elements that make web pages successful. As expected, there are many steps, as well as back and forths at the beginning, but thus far things are taking shape and PS has been extremely responsive.

How many people from the vendor's team worked with you, and what were their positions?

I do not know precisely. As I understand, there is a dedicated team of web designers, graphic artists and managers on the team. I've been working directly with the director of PS, Genevieve, who has been great to work with.

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

I have only recently started this project. We are still waiting for Google to index it fully. Yes, I have seen an increase in traffic. It's looking good going forward.





Perpetual Solution

Describe their project management style, including communication tools and timeliness.

We are two at my company. We have daily briefings (stand-ups and sit downs!) and plan our activities for the day, including who will be in charge of publicity, study the analytics and promote our service. We work as a team, and share the work equally.

What did you find most impressive or unique about this company?

No nonsense, straightforward and approachable! Genevieve answers her phone right away, and the team has smart ideas on how to optimize a web page.

Are there any areas for improvement or something they could have done differently?

A few hiccups at the beginning (mostly typos that were not caught) and image centering issues, but these were corrected swiftly.

