



BLINKERED

## Case Study: HyER

### Modern Website Development

HyER is a membership-based network acting on behalf of its members to represent the interests of European regions and cities active in the field of hydrogen, fuel cell technologies and electro mobility.

HyER hired Blinkered to create a **modern website** which was informative, well organised and easy to navigate. They also required a members-only area with a private **intranet** service.

*"The advice offered by Blinkered was very good as was feedback on the way we were planning to structure the website. The team is also very reactive and answers queries rapidly."*

Jon Jordon,  
In-House Consultant, HyER

### Modern WordPress Web Design And Intranet Development

Blinkered worked closely with HyER to create a website <http://hyer.eu/> which matched their needs, mainly:

- to have a **modern design** which was well organised
- to be an informative site which was **easy to navigate**
- to reflect the **wide variety of work** done by the organisation
- to be a place where **members can showcase their work** in hydrogen fuel cells and electro-mobility

The final WordPress website is modern and professional looking, with easy to find sections about EU projects, news and events. It also has a live Twitter feed, and members have their own reserved area to log in to.

*"The service we received was very good and Blinkered has done a great job in redesigning a cluttered and difficult-to-navigate site, into a modern site which focuses on ease of use for visitors."*

Jon Jordon,  
In-House Consultant, HyER

### Summary

Blinkered created a website that has all the elements that the HyER team require. The team has access to the site to add content as required, and can manage members' access to the reserved area - all possible through the simplicity of WordPress.

*"I would describe Blinkered as reactive, efficient and effective," says Jon, "and their ongoing support package means we can continue to ask questions now that the website is online."*



### **What we're about**

Blinkered is all about delivering a **bespoke personal service**, with the sole focus on **getting results**. We pride ourselves on understanding the framework of small and medium enterprises, and their individual needs for any marketing investment. As well as promoting your business, finding new prospects and winning you new clients, we're about building relationships, getting you viewed as the expert in your field and improving your bottom line.

### **What we're not about**

We're not aiming to win design awards for our clients, or even to flatter our egos by making pretty websites. We're not interested in ranking your site on Page 1 of Google for keywords that bring floods of traffic from the wrong target audience (people who won't buy!). We're not interested in engaging you in meaningless conversations about social media strategy. For us, it's all about creating sites that are professional and deliver a tangible result.

### **What our values are and why they are important to our clients**

Our core values are **honesty, flexibility, integrity** and **treating people with the respect they deserve** - this is the very foundation of how we do business. All our proposals are **transparent**: We'll tell you from the outset if we don't feel that we can add value to your business, and we will never take on a client if we don't believe we can significantly improve current results.

### **Why we are different and why that's important to clients**

Unlike other web creation, search engine, social media or digital marketing companies which are founded and led by design or technology people, Blinkered is run by a veteran entrepreneur. ([Read more about company founder and CEO, Kevin Ashcroft, here](#)). Kevin's unique corporate experience provides a major advantage, with the benefit of **personal touch**.

In most businesses, clients will typically deal with a partner or director during the initial contact. Once the contract is signed and sealed, the actual work is then gradually passed down the ranks and may ultimately end up in the hands of the office junior. With Blinkered, Kevin will be your main point of contact throughout, working alongside skilled outsourced experts - operating at the top of their professions - to provide the best service, result and return on investment.

It's not just a case of what-you-see-is-what-you-get; it's **WHO you see is what you get**.

[www.blinkered.co.uk](http://www.blinkered.co.uk)

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