Fort Worth Web Desiger Launches New Website For Local Company

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Fort Worth, Texas - July 19, 2019 -
Moon and Owl Marketing, based in Fort Worth, Texas, is pleased to announce the launch of a new website created for the local company Tharp Lighting. When Tharp, specialists in the installation, repair, maintenance, and design of landscape lighting, needed a web makeover, they approached a company that had the creative and technical skills required to accomplish their vision: Moon and Owl Marketing.

Moon and Owl Marketing has designed some of the most attention-grabbing and interesting websites for many famous Texan companies. Over the years, they have been able to help their clients find their own brand-defining style, taking the right path towards success under the guidance of an experienced web designer.

They offer several web design solutions which are customized to fit each client's needs, as well as their company's niche, effectively making the websites they create one of the most effective tools to attract new customers and emphasize a company above its competitors. In order to help their clients reach new clients via multiple avenues, such as social media marketing, digital ads, email marketing, the website itself, and so on, Moon and Owl Marketing offers them the ability to utilize Search Engine Optimization (SEO).

The company notes that, while it was a pleasure to work with Tharp Lighting, the project was also a challenging experience. "It was great to work on a project for a company as committed to quality as Tharp Lighting is. They offer premium outdoor lighting designs and solutions, and we wanted the website to reflect the beauty of their designs," states Jordan Fowler, Moon and Owl's founder. He adds that it was a learning experience for both parties involved, as they had the opportunity to learn about each other's niche and how to work together to produce a satisfying result.

They state that their objective was to maintain a simple design which would allow visitors to quickly explore Tharp Lighting's specialities and understand their core strengths. Additionally, they wanted as much information as possible to be available at first sight, without compromising the overall look of the website or making it too crowded and overpopulated. The result, they found, was a One Page website where Tharp?s gallery, contact form, and additional contact information are displayed at soon as the website loads. This allows first-time visitors to browse their work and then quickly get in touch with Tharp Lighting if they so wish.

Tharp Lighting states that they were pleased with the result, and they expect the website to help them achieve their goal of widening their online presence?which in turn will help them achieve greater success with their customers. "We love having a virtual presence that exhibits the same beauty that we strive for in each of our own designs," says Jordan Tharp, President of Tharp Lighting. He furthers states that the company firmly believes their website should reflect the quality of the lighting services they provide, and this is why they elected to trust Moon and Owl Marketing, an experienced designer, to accomplish this vision.

Moon and Owl Marketing states that websites are often a customer?s first point of contact with a company. Due to this, there are many aspects to consider when deciding on the aesthetic and functional qualities of a website?it is far more difficult than simply choosing the design that looks best. Many new companies unfortunately fail to recognize this, leading them to experience poor website traffic or the inability to efficiently convert visitors to customers.

Those who are interested in learning more about the Fort Worth web designers, and what they can do to help a business thrive and reach more targeted customers or clients, may visit them on their official website. It offers detailed information regarding their services, as well as contact information for businesses who would like to schedule a consultation. Interested parties may also visit Tharp Lighting's website to view an excellent example of Moon and Owl Marketing's design expertise.

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Moon and Owl Marketing

Moon and Owl is a full-service marketing agency in Fort Worth, TX serving clients across the US.
Web Design | SEO | Digital Marketing | Copywriting | SEM | Social Media Marketing | Print | Graphic Design

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