



MILESTONE MARKETING ASSOCIATES

FOR IMMEDIATE RELEASE

Milestone Creates Online Education Hub for Construction Professionals *Multiple Websites Consolidated into a Unified Web Presence for CEI*

SARASOTA, Florida (March 31, 2015) – Milestone Marketing Associates launched a new website for Construction Estimating Institute (CEI). The new website is an online education hub for construction professionals looking to prepare for their Florida Contractor's License Exam, retain their license with required continuing education, or educate their staff on a variety of subjects includes blueprint reading, construction estimating, and project management.

"This was a big website project," said Matthew Anderson, president of Milestone Marketing Associates. "Consolidating multiple web properties, each selling different products to different segments of the market, into one website that consistently presented their new corporate identity took several attempts and many adjustments to get it right."

The new website, located at www.ceihome.com, is the culmination of a yearlong rebranding effort. "We hired Milestone because of their familiarity with our business and their expertise in marketing," said Kim Langedyk, president of CEI. "This new website was designed with our customers in mind. It's full of new capabilities such as an updated online shopping experience, a responsive design, and market-specific landing pages just to name a few. We are very pleased with the final result."

Milestone also integrated CEI's new website with a learning management system which manages their training courses and allows students to login and take classes online. In addition to online education, CEI also produces instructor-led, classroom-format courses. CEI provides contractor's license exam prep and continuing education classes in the Florida market. Additionally, CEI creates custom, private, onsite training programs for both corporate and government clients.

About Construction Estimating Institute (CEI)

CEI is a nonprofit educational organization dedicated to improving the skills of individuals in the construction industry. CEI has trained over 100,000 construction professionals since it was founded in 1982. CEI offers training programs in the following areas: construction courses, corporate training, government programs, continuing education, and contractor licensing. For more information about CEI, call 1-800-423-7058, email info@ceihome.com, or visit www.ceihome.com.

About Milestone Marketing Associates, Inc.

Milestone Marketing Associates is a creative communications company based in Sarasota, FL. Milestone builds brands on the web and in the real world. For more information call (941) 306-3602, email info@milestone-marketing.com, or visit us online at www.milestone-marketing.com.

CONTACT

Victoria Gillum, Public Relations Specialist
Milestone Marketing Associates, Inc.
vgillum@milestone-marketing.com
www.milestone-marketing.com
(941) 914-1271 mobile