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Milestone Designs New Website for World Precision Instruments

Responsive design and geo-location capabilities deliver better customer experience

Sarasota, Florida (September 4, 2013) - Milestone Marketing Associates recently completed a website revamp for World Precision Instruments (WPI), a Sarasota-area manufacturer and supplier of equipment and instruments for researchers in the life sciences and biomedical community.

"WPI was looking for more than a simple updating of their site's look and feel," explained Matthew Anderson, founder and president of Milestone Marketing. "They were looking for new ways to first reach their customers via the website, and then hold their interest once the site was found. We felt that incorporating several mobile-friendly design approaches would address the problem, and we're excited about the results."

"In the few weeks our website has been live, we have noticed customers have been spending more time browsing our site and interacting with its features including placing orders directly on our site," said Kendra Newman, VP of Operations. "Engaging our customers has always been a challenge, and this new site is a great solution by providing our technical product information in a simple, easy-to-use format."

According to Anderson, the guiding concept for the development of WPI's new site was **responsive design**. That means the site will display differently depending on what type of hardware - desktop, tablet, or mobile phone - is being used to view it.

"Research shows that a significant percentage of mobile Internet users are turned off by the experience of trying to navigate a more traditionally-designed website on a mobile device," says Lee Gaines, Milestone's Interactive Media Director. "With responsive design, the server can tell whether the viewer is using a computer, a phone, or a tablet to view the site, and it can then deliver a version of the site that was designed specifically for that device." This way, WPI's customers will never have to adapt their behavior to the site's design - which is a good thing, because most of them won't bother.

WPI's new site also incorporates country-specific geo-location, which helps direct online commerce from non-US visitors toward the appropriate overseas distributors. Other noteworthy additions to the site include a revamped online store containing nearly four thousand WPI products, which now also features search and sorting capabilities. WPI's customers can also request product support via a newly-installed ticketing system.

About World Precision Instruments

WPI has been providing cutting-edge laboratory solutions for the life sciences since 1967. The company has offices in Germany, the UK and mainland China. Their new website can be viewed at <http://www.wpiinc.com/>.

CONTACT

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



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 www.milestone-marketing.com.

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