

Stronger and Greener: JIT Containers' New Website

How JIT Containers' Website Redesign Gave Them More Visibility, More Clicks and More Customers

Founded in 1991, JIT Containers (Just in Time Containers, Inc.) has become the premier reusable container and pallet sales and leasing service throughout the United States. With more than 30 years of experience in the corrugated container industry, JIT Containers offers both sales and leasing options with a wealth of knowledge behind every product they supply. They further expanded their product offering by entering the reusable plastic packaging sales market in 2010. Armed with a commitment to the environment, JIT Containers wanted to rebrand themselves while highlighting their eco-friendly and cost-saving measures. And creating a new website was where they wanted to start. But there were a few concerns that needed to be examined in order to give JIT Containers a solid foundation for their refreshed online presence.



JUST IN TIME CONTAINERS, INC

JIT Containers came to WRIS with some challenging issues.

They were looking for a complete redesign of their existing website that would represent their commitment to being a green company:

- A **new look** that reinforced their environmental commitments
- The ability to present further information on their **products**
- A **user-friendly website** that is informative and eye-catching
- Initiate visibility measures to **generate more traffic**
- **Web hosting** and **technical support** for the new website
- Secure environment for **purchasing** and **data storage**
- Maintain **cost-efficiency** in the short and long term

"WRIS's team surpassed our expectations in developing our new website, rebranding our company and creating a marketing and SEO campaign to allow us to reach a broader audience with our products. The response to our SEO campaign and our new website have been tremendous."

- Stacey Cremers, General Manager for JIT Containers

WRIS presented solutions that would reinvigorate JIT Containers' existing online presence.

WRIS believed that JIT Containers needed more than just a new website. By implementing an SEO campaign and more assertive online marketing, more visitors would turn into potential customers without sacrificing a straightforward, user-friendly experience. And, with a revitalized rebranding that also incorporated their green initiatives, JIT Containers' fresh face would foster growth into new business opportunities.

WRIS approached JIT Containers with the following solutions:

- Corporate logo redesign to reflect their green status
- Improved website functionality & usability
- Ongoing site development
- Monthly SEO (Search Engine Optimization) campaign for further visibility & results
- Continuous technical support after launch
- Website redesign for more dynamic, eye-catching appeal
- Monthly Pay-Per-Click (AdWords) campaign
- Website hosting

WRIS exceeded JIT Containers' expectations.

With WRIS, JIT Containers now has a professional-looking website that reflects their green perspective, offers more product information, and runs smoothly, quickly, and securely. More importantly, JIT Containers also has powerful web marketing and SEO that takes their website to the next level. These tools give JIT Containers the visibility and reach that will lead to more potential customers and higher sales.

Take a look at the results so far:

- Total online sales from August 2011 - August 2012 were \$430k, Between August 2012 (site launch) and February 2013 online sales alone were \$300k
- Between October 2012 and January 2013 site visits went from 400/month to 1,300/month as a result of the SEM campaign

See JIT Containers' new website at
<https://jitcontainers.com>

WRIS OFFERS MANY WEB SERVICES:

- Customized **Web Design** tailored to your specific needs
- **Web Hosting** with cutting edge security and data storage capabilities
- **Development** that keeps your website running smoothly and efficiently
- **Content Management** that makes updating your website easy anywhere
- **SEO** (Search Engine Optimization) services that give you more online visibility and more potential customers
- **Web Marketing** assistance to provide your website a voice and further reach
- **Web-Based Solutions** that will get your online efforts an edge without the high-cost of software

