

New Website to promote newly rebranded Welsh Australia

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Welsh Australia, a leading importer and distributor, has launched a new website to consolidate the company's four brands and provide customers with information on safety, crowd control, materials handling and storage products. The company's goal is to create a user-friendly website for customers while integrating Search Engine Optimisation (SEO) techniques for better rankings on search engines. Developed by Exa Web Solutions, the website (www.welshaus.com.au) promotes the company's united brand and effectively represents the four existing areas of the business: TrolleyMaster, CrowdMaster, Skipper Barrier and Sliding Storage. Welsh Australia's General Manager, Matthew Welsh said the website has a clean, crisp design and presents well to current and prospective clients. "The new website navigation makes it easier for customers to find the information they are looking for with fewer clicks, and coupled with the new features to the site, making it user friendly" Welsh said. "With strong branding and detailed product display, people are instantly aware of our broad range of products." In spite of the new website and branding, the company offers extremely high quality products and delivery services as it did previously. The new site is designed to act as a one-stop shop for any businesses safety and material handling requirements. "We still sell TrolleyMaster, CrowdMaster, Skipper Barrier and Sliding Storage products at affordable prices" Welsh said. "The new site promotes our ability to offer free delivery Australia-wide and does so on time and in a professional manner". Welsh said the website has been optimised not only ensure fast accessibility for all users, but also to make it easier to find on major search engines like Google. About Welsh Australia: Welsh Australia is a family owned and operated company, specialising in the import and distribution of high quality safety, materials handling and storage products for the Australasian markets. The company has over 30 years' experience and offers products from TrolleyMaster, CrowdMaster, Skipper Barrier and Sliding Storage. For more information, please contact Matt Welsh on (03) 9646 0645 or email mattwelsh@welshaus.com.au. About Exa: As Australia's largest and most successful Web Solutions Company, Exa has a full time staff of over 200 Web Designers, Web Developers and Online Marketing experts. Exa's WebMagnet and Customised Web Solutions have helped improve the profitability and efficiency of more than 1000 organisations. Exa's clients include some of the world's biggest brands, leading banks, government, not for profits, multi-nationals and SME's from various industries. Founded in 2000 Exa has sustained around 50% growth year over year. For more information about Exa contact Loris Toffano, Marketing Manager on 0413 387 382 or email loris.toffano@exa.com.au.

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