

# Saddle Creek Logistics Gets a Stronger, Better, Faster Website

## Who is Saddle Creek Logistics?

Saddle Creek Logistics, based in Lakeland, FL, offers omnichannel supply chain solutions that help their customers control costs, increase their speed to market and improve their service. Saddle Creek Logistics is solution-based and data-driven, offering customers the most advanced technologies and dynamic fulfillment, warehousing, and transportation services.

## Delivering a New User Experience

Saddle Creek asked Roger West, who had already created their careers microsite, to redesign and develop a new corporate website that is fresh, functional, and fast. The Roger West team designed a modern, clean, engaging site that uses rich imagery and new videos for a more interactive user experience.

Roger West streamlined the site navigation, updated the resource center, and added a new section targeting specific personas so users could easily find what they are looking for while establishing Saddle Creek as a thought leader in logistics. The new website was built on WordPress for simpler content management, making it easier for the Saddle Creek team to maintain and update the site.

The new Saddle Creek site, with its sleek look and optimizations, delivered great results for the logistics company, driving new traffic and improving page load times.

## Boosting Brand Appeal

Saddle Creek enjoyed the look and style of their new website so much that they asked Roger West to create updated brand guidelines to modernize and unify all their marketing efforts. Roger West created a fresh logo and visual identity to be used on whitepapers, banners, trade show booths, sales materials, and other marketing collateral.



### INDUSTRY

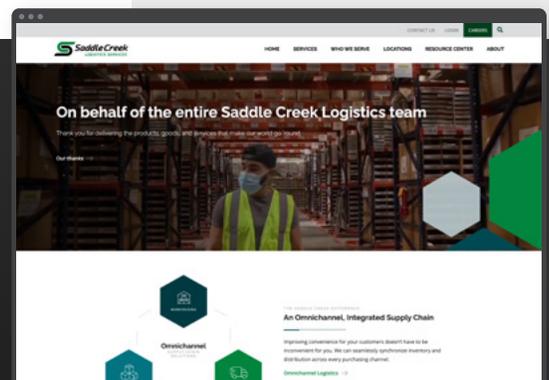
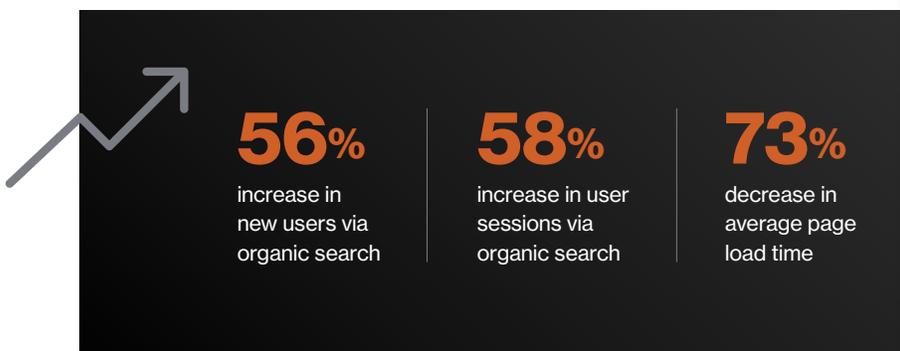
Logistics

### SOLUTIONS

- Website Development
- Responsive Front-End Design
- Video Production
- WordPress & CMS Services
- Branding & Collateral

### CHALLENGES

Saddle Creek's website was slow and unresponsive, offering a poor user experience that wasn't worthy of their brand. The site's cumbersome architecture and broken links created a frustrating experience for visitors and users and proved difficult to manage or edit on the backend. The team at Saddle Creek had aspirations of making their new website targeted towards their buyer personas, with an easy-to-use resource center to generate more qualified leads.



## Big Things Comes in Small Packages

What began as a website design and development project evolved into Roger West providing video production, messaging, SEO, and strategy services to Saddle Creek. The internal exercise of redoing the Saddle Creek website proved to be a valuable experience for both teams, helping them better understand their marketing goals and how to reach them.



“ If anybody needs to refresh their website, update their marketing strategy or enhance their SEO experience, Roger West is definitely who they should reach out to. We highly recommend them. They've been a great partner and we hope to work with them for many years to come.”

**JILL JONES,**  
Digital Marketing Manager, Saddle Creek Logistics

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