

## Quality Engineering for Sustainable Projects

Amwell has been providing custom sustainable water environments for over 140 years. Contact your local Amwell representative to find out how we can engineer a solution to meet your requirements.

[Learn More](#) or [Contact Us](#)

### Engineering Custom Projects

### Retrofit / Rehab Services

### Maintaining Your Equipment

Amwell

## CUSTOMER SUCCESS STORY

Amwell combines technical and manufacturing expertise to provide quality solutions for every need.

Amwell has the knowledge and expertise to retrofit your existing equipment or provide parts to get you

With our extensive inventory of parts and a library of original design and equipment drawings, Amwell



### COMPANY PROFILE

For over 140 years, Amwell had been providing quality equipment and services to the water and wastewater industry.



### SOLUTIONS / SERVICES

- Redesign of Amwell Website
- Amwell Case Studies Design
- Redesign of McNish Homepage

## About Amwell

Amwell, a division of the McNish Corporation, has been providing quality equipment to the water and wastewater industry throughout North America and Puerto Rico for over 140 years. Amwell has continued to incorporate technological, environmental and economic changes to their product line to better serve their clients' needs and ensure the success of their equipment.

## The Challenge

Amwell's website and marketing materials were primarily created and managed in-house, without an experienced design staff. With a network of sales representatives across North America and Puerto Rico, Amwell needed a new website to serve as a marketing tool and resource for their sales representatives.

Amwell not only needed to satisfy the demands from their sales representatives, but also prospective customers that came across their site through the use of search engines. Amwell wanted to have a professional and informative website, and their current website was not meeting those expectations. Their existing website had outdated graphics, and was lacking consistent navigation and text formatting, thus affecting the company's credibility.

Prospective clients would also view Amwell's web site during the proposal process, using it to gain insights into the company and the solutions they offer. It became apparent Amwell may be missing opportunities as the old website was an inaccurate representation of the company, their history, and the capabilities and solutions offered by Amwell. While a website overhaul was needed, any changes must maintain or improve the company's positioning on Google and other popular search engines.



BEFORE

“We’re very satisfied with the website and the work ZY Media has provided. We have received nothing but compliments from our sales representatives and customers that have visited the website.”

Michelle McNish  
President, Amwell

### The Solution

ZY Media, a division of ZY Solutions Corporation, helped Amwell address these concerns with a new modernized website, giving a professional look and position in the marketplace. With the addition of content pertaining to their products and services, the new website maintained and even enhanced Search Engine visibility, and communicated their message much more effectively.

The new site allows potential customers to easily navigate the site. Through a discovery process, ZY Media was able to determine Amwell’s three key target audiences. With the use of targeted messaging on the homepage, any audience type can effortlessly navigate to relevant information quickly. Through the integration of an interactive map feature, customers can access contact information for sales representatives in the United States, Canada and Puerto Rico.

With the new site in place, Amwell’s sale representatives have a great marketing tool they can provide to prospective customers. ZY Media also produced an updated design for the company’s case studies which compliments the look of the website, maintaining consistency across all reference materials used by the sales representatives.

### The Results

Sales representatives are now able to utilize the website as their primary marketing resource, instead of using outdated print materials. They also have the ability to rapidly access information about a specific product and download PDFs of case studies, brochures and bulletins directly from the website.

Amwell has been showcasing the website in recent tradeshows and events; the feedback from their network of sales representatives and customers has been very positive, and has underscored the true value in using the web site as a primary marketing and business generating platform.

We encourage you to visit [www.amwell-inc.com](http://www.amwell-inc.com) to see the newly redesigned website. Questions? Call ZY Media at 847-242-7062 for more information.