

QAT ENGAGEMENT PROFILE

Client: Illinois River Energy, Rochelle Illinois (www.illinoisriverenergy.com)

Client Overview/The Situation

Illinois River Energy, a corn-based, ethanol processing facility, selected QA Technologies to redesign their website and do so in such a way as to enable their personnel to independently take control of future updates and revised content.

Illinois River Energy is a fuel grade ethanol facility utilizing Illinois corn in the production of ethanol. The ethanol plant is located in Rochelle, Illinois and processes in excess of 18 million bushels of corn per year, producing 50 million gallons per year of denatured fuel grade ethanol. With a revamped website, IRE expects better and more professional communication with its shareholders, clients, and suppliers.

Primarily, Illinois River Energy sought a web site redesign in the name of their taking control of its maintenance once completed. They also wanted to expand their content and have a new visual look. Their detailed goals included:

- Create something that better represented the company with an overall professional image.
- Highlight their daily corn bids and press releases.
- Target shareholders, farmers, potential vendors and suppliers.
- Make it simple to navigate with enough color on the front page to present a pleasing appearance.

The Business Challenge

Illinois River Energy wanted to make sure that the web site redesign complemented existing collateral and company image and set forth the following guidelines:

- Colors: dark green, blue, yellow, and orange.
- Company logo included in the header of every page.
- No use of photos of people on the site that are not actually associated with the company.
- Visuals should only focus on equipment and fields. Stock photos all pre-approved.
- Updateable using Adobe Dreamweaver.
- No use of rotating pictures or "flashy stuff".

The Solution

The site was designed using custom Dreamweaver templates. The navigation tabs and other text elements utilize CSS. The photos used in the site come from Illinois River Energy, stock photography, and custom photography. The color palette utilizes all of the required colors and is based in a rich brown, representative of IRE's agricultural base.

In order to help IRE stand out from the competition, QAT developed a broad variety of educational materials and links to other web sites that contain information and news of interest to IRE's target audience. QAT also enhanced the online presence with search engine optimization and an online employment application.

The Business Impact/Result

The site is maintained by IRE staff using Adobe Dreamweaver. QAT staff provides support as needed.

The Environment / Skillsets

Dreamweaver, Local Web Host. Adobe Dreamweaver and Fireworks, CSS, HTML, JavaScript, content development, digital photography.

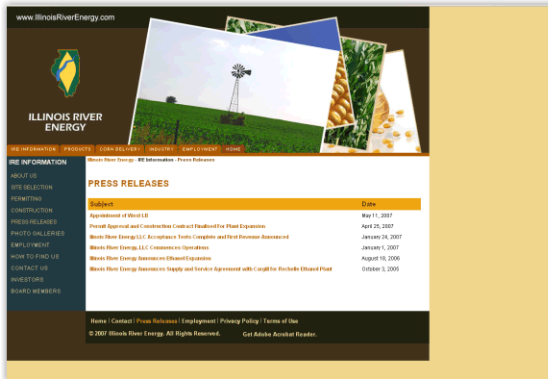
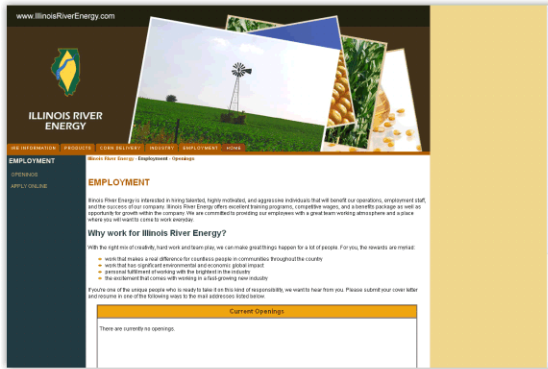
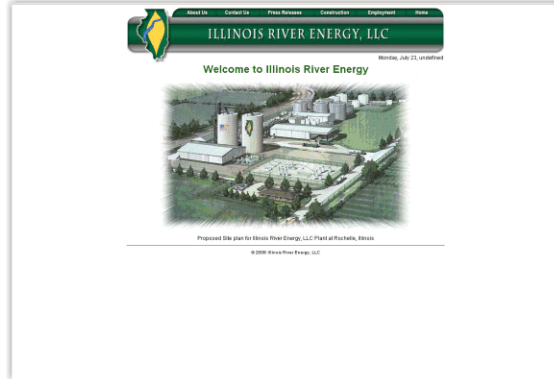


QA Technologies
 222 South 15th Street
 Suite 1404
 Omaha, NE 68102
 800-799-8545 (USA)
 402-391-9200 (INTL)
 402-391-1175 (FAX)

Questions Answered. Solutions Provided.

AFTER

BEFORE



Custom content was developed to support search engine marketing efforts and create an educational component to bring visitors to the site and help keep them on the site longer.

