

Bruntwood Successfully Boosts Office Space Enquiries With Website Facelift



Released on: May 28, 2009, 3:53 am

Author: [Bruntwood](#)

Industry: [Real Estate](#)

Bruntwood, commercial property company, has announced that recent improvements to its website have proved a success, as office space enquiries see a significant boost over the first few weeks of going live.



The changes to the site were completed following a desire by Bruntwood to improve their existing site in order to make it easier for customers to be able to search for office space, [serviced offices](#), virtual offices and [meeting rooms](#), as well as increasing the sites' capability to showcase photos of the various office properties more prominently.

The redesign was undertaken by interactive design company magneticNorth (mN) and since its launch on the 30th of April Bruntwood has already seen increased office enquiries by 10% across the initial three weeks.

Simon Scott of Bruntwood said: "The new website is a one-stop shop all of our products. They are showcased in such a way that potential customers can quickly and easily locate an office that meets their exact requirements. With over 90 office buildings in Manchester, Liverpool, Leeds and Birmingham and five different products, it was essential that each region and product had a representation on the site, as well as an easy to use search function."

Lou Cordwell, managing director, Magnetic North, said: "Bruntwood had a desire to increase the conversion between visitors to the site and follow-up enquires. Our design team facilitated this by creating a simple search functionality which allows customers to easily browse the company's varied range of office spaces. In addition, the enhanced focus on photography delivers real impact as it demonstrates the variation of premium office space they have within their portfolio."

About

Bruntwood is a privately owned [commercial property](#) company with over 30 years experience of providing great offices. Bruntwood owns over 90 office buildings in Liverpool, Leeds, Manchester and Birmingham. They provide office space, serviced offices, [virtual offices](#), from one desk for one month, to entire office buildings for 25 years. Bruntwood also offers retail space and meeting rooms to hire within its buildings. The essential elements of the Bruntwood promise are to provide a wide choice of offices, commercial flexibility, world class customer service and long-term value for money.

Bruntwood

Each year Bruntwood donates over 10% of its annual profits to arts, civic and charitable causes and takes every opportunity to involve its customers.

ENDS

For more information, please contact:

Emma Smith
Marketing Manager
City Tower
Manchester
M1 4BD
0161 233 7857
www.bruntwood.co.uk