

# Case Study

**Client:**



**Pearson Engineering, LLC**

## Engineering Firm Transforms Outdated Website into a Valuable Online Asset

When clients face tough HVAC problems, they turned to Pearson Engineering, Madison, Wisconsin. But until recently, the firm's website didn't reflect its ability to create customized designs to optimize a building's indoor environment.



"We wanted to update our website with current project profiles, images and other content," explained Jason Beren, P.E., senior project engineer. The firm's previous website looked outdated and didn't reflect the team's ability to explore a client's issues and develop technologically advanced – and often cutting-edge – solutions.

But now, Pearson's new website reflects the firm's desired image and validates its impressive credentials.

### Planning for Website Redesign

Jason reviewed the firm's journey from the outdated to the new website. Early on, they realized they needed help to create updated content for their new website. At that point, Pearson turned to Leslie Blaize, owner of Blaize Communications, for assistance.

Leslie interviewed clients and wrote project profiles of significant projects. Pearson also supported her effort to conduct client surveys. Through conversations and a ranking system, she learned what long-time clients valued about working with the firm.

The clients' insights helped shape the new website's content and theme: Explore. Design. Maintain.

"People are more likely to express their thoughts and opinions to an independent third party," Jason said. "The independent outreach is good. You may hear different things."

Another benefit, Jason added, is that clients liked offering information about their projects and opinions. "It shows you value them as a customer, and you're interested in what they have to say."

### Key Objectives

- Create Project Profiles
- Discover Client Perceptions of Firm
- Write Content for New Website

### The Solution

Pearson Engineering brought in Leslie Blaize, an experienced A/E/C writer. She created profiles of significant projects, interviewed long-term clients, and wrote web copy highlighting the firm's experience.

### The Results

Pearson's website now validates its credentials as a top-notch HVAC consulting firm.

*"We turned to Leslie to help us with our new website because she understands our firm and the industry."*

**– Jason Beren, P.E.**

*"Our new website validates our credentials and positions us as a professional and innovative firm."*

**– Jason Beren, P.E.**

## Industry Knowledge Provides Value

Pearson turned to Blaize Communications because Leslie brings 20+ years of experience with the Architecture/Engineering/Construction industry. After creating project profiles and interviewing clients, Blaize gained insights about the firm. She then used that knowledge to highlight how the firm adds value for its clients.

Jason and Leslie collaborated on the content to reflect the firm's desires. "We had a good working relationship that resulted in the content we desired," he said.

Blaize coordinated her efforts with Powderkeg, the website designer, who created an open, clean and responsive user interface design.

In addition to a redesigned website, Pearson Engineering now operates from a new office location in Madison, Wisconsin.

"We turned to Leslie to help us with our new website because she understands our firm and the industry," Jason said. "Our new website validates our credentials and positions us as a professional and innovative firm."



**Pearson  
Engineering, LLC**

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# HVAC Consulting Engineering Firm

Explore. Design. Maintain.



## Want to know more?

To find out how you can accelerate your business by using case studies, contact Leslie Blaize at [blaizecommunications@gmail.com](mailto:blaizecommunications@gmail.com). She's a certified case study specialist and professional services marketer.

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