



Word Lions LLC
FIERCE CONTENT

Fierce Website Redesign

With Word Lions [Fierce Website](#) process, we can create websites that do real work, amping sales and supporting your message. While every client is a little different, we generally use this service for two types of projects:

- Fierce Websites for New Businesses
- Fierce Website Redesign

Visual Design

Content and Structure

Messaging

The Fierce Website Process

ControlTek.com: Built From Story

Word Lions was asked to write the content for the new website for our client, ControlTek. ControlTek is an assembly service for hardware, such as circuit boards, cables, and a variety of whathaveyous.

Everyone claims “culture of customer service” and “above and beyond attention to client needs,” but ControlTek is that culture. They love bantering about how they are providing extra-curricular help for their clients, such as finding additional suppliers and expertise. Their enthusiasm always made for fun interviews and conference table conversations.

They have competitors who have the same machines and can create the same doo-dads, but ControlTek has a 40-year heritage of partnering with their clients. We believed that ControlTek were best served by a website that led not with their capabilities but with their culture of partnering with clients of all types. That is what would make the sale.

As a result we created a network of case studies and structured the navigation of the website around them to support the value of ControlTek. Meanwhile, they were busy wearing their bunny suits on the shop floor, getting their work done. Or whatever they were doing.



Walk Through ControlTek.com

Check it out: Go to controltek.com
You will be presented by three major claims of Control Tek's value:

If you click **Learn More** for any of these value statements, you get more detailed value statements.

These links direct you to a [case study](#) that proves that claim.



Learn More



Website design and development ably handled by our friends at [Outlier](#).

Outcome

ControlTek's new website sets them apart from their competition. While the curious can easily find the important answers to questions about ControlTek's **capability**, ControlTek's website leads with their **real value**. It reflects who this company is and why you would choose them as your partner.



We love to talk about this stuff. Feel free to get in contact with Word Lions to talk about our approach to web copy.

Joel Barker 503.310.2662
joel@wordlions.com

wordlions.com