

PRESS RELEASE
Hall Web Services, Inc.

Chapman & Chapman Insurance Launches Redesigned Website

Thursday, January 21, 2010

Damariscotta, Maine – Chapman & Chapman Insurance, a Lincoln County, Maine provider of commercial, auto, and home insurance announced the launch of their redesigned website. The website, launched at www.chapmanandchapmanins.com and developed by Hall Web Services, showcases a fresh site design and a more user friendly approach to gathering quote information.

“We took many elements from the old site but gave it a more polished look and feel,” said Andre McKay, Project Manager at Hall Web Services. “We revamped the page names, forms, and contact areas to better optimize the newly expanded site for search engines.”

Visitors will see a big difference in the overall aesthetics of the site. It is much more inviting than the previous site, which was designed in 1997. Better forms, custom “Thank You” pages, and Captcha security will ensure that Chapman and Chapman will get the best, most relevant information from the forms. This will allow them to pre-validate the applicant before actually picking up the phone to continue the quote process. Chapman and Chapman Insurance has been serving Lincoln County for years and are fully embracing today’s need for an online presence that is optimized for search engines. They have found a realistic balance between web and the traditional face to face aspects of every day business.

About Chapman and Chapman Insurance

In business since 1859, Chapman and Chapman provides personal and commercial insurance to the Maine coastal communities of Damariscotta, Newcastle, South Bristol, Boothbay and all of Lincoln County. They offer home, auto, boat, yacht and business insurance options.

About Hall Web Services

Hall Web Services of Portland, Maine partners with small to medium sized businesses to grow their businesses through the creation of a comprehensive web strategy. Hall's services include web design and development, managed hosting, internet marketing, inbound marketing strategies and multimedia production.