

The DeForest Area Chamber of Commerce

The DeForest Area Chamber of Commerce has about 200 charter members. And they had a big problem: a horribly convoluted website that was about as un-people-friendly as you can get. The new design focuses on simplicity and ease of navigation. In addition, it now has a people-friendly vibe to it. Lots of photos and images. Now people like it. Now it's a good foundation for going forward: to promote upcoming events, to take credit card orders for future events.