

Project Launch

ILLINOIS NATIONAL BANK



www.illinoisnationalbank.com

PROFESSIONAL WEBSITES ARE WORTH THE INVESTMENT

Investing in a custom website design is an important way to promote your business, as Illinois National Bank, a longtime client of LRS® Web Solutions knows.

For its 2018 refresh, INB transferred IllinoisNationalBank.com to LRS Antilles Content Manager, LRS' content management system. By implementing new, key features, including an updated menu, a two-column layout and an easy-to-use format, INB updated its look without a lot of radical changes to confuse customers. A custom-built website can build your brand, build trust with your customers and change along with your customer needs.

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VP, Communications Director Marilyn Titone Schaefer and her team can now easily update the site with new, key features and contribute posts to the INB Blog using the LRS Antilles blog module. She appreciates the ability to check their SEO as her team builds and updates pages.



But what about customer service? Schaefer says, "The LRS team did a great job of working with us post implementation. Project Manager Scott Mehring did a nice job of coordinating the LRS resources and keeping us on track. I'd say we are in a much better place than we were 9 months ago."

INB knows that keeping your website up to date is a good financial investment. Customization can include changes both minimal and more comprehensive. Invest in customization to benefit your brand, your buyer and your business.

Learn about LRS Antilles Content Manager at **GetAntilles.com** and contact Jeff Enlow at LRS Web Solutions to find out if a custom website redesign is a smart investment for your organization.



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