

# Web Designers at KDG Help Lehigh Valley Company Connect with Clients through New Website

*When investment firm Oaktree Advisors needed a new website that showcased the company's commitment to trust and transparency, the team at KDG was ready to help.*

ALLENTOWN, PENNSYLVANIA, UNITED STATES, February 16, 2017 /EINPresswire.com/ -- For Oaktree Advisors, a family-owned investment firm in Bethlehem, PA, trust and transparency are behind every decision the company and its team of advisors make. Last year, Oaktree turned to KDG to bring these ideals to the forefront of its new website. KDG's [Lehigh Valley-based web design](#) team delivered by implementing simple forms that made communication easier and by connecting intricate plugins that made written content from Oaktree's experts available to all. It is a web design that Oaktree is very happy with.



KDG helped Oaktree Advisors bring transparency front and center with its new website.

“We are most pleased with the overall look and feel of the site,” says Paul Eichman, Principal Financial Advisor at Oaktree. “It is very professional and polished and it appeals to our intended audience. We are also pleased with how the site translated to mobile.”

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*Paul Eichman, Principal Financial Advisor at Oaktree*

“One of the simplest ways to earn trust on a website is by making it easy for visitors to get in touch with your company,” continues Dan Stover, UI/UX Manager at KDG. “On the new site, this ability is available right from the homepage.”

Now, as soon visitors enter the site, they can connect with an advisor within seconds by leaving only their name, phone

number, and email address. There are no paper applications and no personal financial questions to slow the process down. Connecting is simple and the response time is fast.

A plethora of other information is also available on the homepage, perhaps the most important being an outline of Oaktree's services. The page's new design highlights the firm's three main services so that visitors and potential clients know exactly what to expect before ever sitting down with an advisor.

“This was something that wasn’t overtly clear on the old website,” Stover explains. “We wanted to put attention on these services and showcase all that Oaktree can do for its clients.”

“We are not trying to be all things to all people. If someone is looking for investment advice, our site spells out who we are, what we do, and how we can help,” agrees Eichman.

Transparency was also increased through an “Insights” section on the new website, where recent newsletters, blog posts, and whitepapers prepared by Oaktree’s experts are available for visitors to explore. These documents firmly support Oaktree’s stance as premier investment advisors in the area, while case studies available on the site show the wide range of services the firm has offered to a variety of satisfied clients.

“The site speaks to our commitment to trust and transparency in that it allows us to use the site as a way to share information and educational resources with the public, our clients, and other professionals,” says Eichman.

While trust and transparency remained high thanks to these new additions, KDG was able to help Oaktree keep its costs low. KDG’s new cost-centered project package makes a fully customized Wordpress template available to clients in less than 60 hours. In no time, the team of financial advisors was able to have a revamped website for old and new clients alike, without breaking the bank.

“Our communication with KDG was very convenient and organized,” Eichman says. “Calls were scheduled each week and the meetings were efficient and productive. [They] were able to deliver a great product on schedule.”

To learn more about the web design project between Oaktree and KDG, see the tech company’s exclusive case study: <http://www.kyledavidgroup.com/case-studies/oaktree>

About KDG: KDG (formerly the Kyle David Group) has served small and medium-size family businesses and closely-held private enterprises for over 16 years. The company has served as complete technology consultants for all types of businesses throughout the Lehigh Valley and beyond. [Small business IT support](#), [custom software development](#), onsite training, web design, solutions for accounting and human resources, and project management are but a few of the services they provide. Learn more at <http://www.kyledavidgroup.com/>.

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