

# BlueFly Studios Announces Launch of Website Redesign

*A contemporary design for digital marketing services with engaging new content and improvements to user interface aimed to strengthen its brand identity.*

TORRANCE, CALIFORNIA, UNITED STATES, April 5, 2022

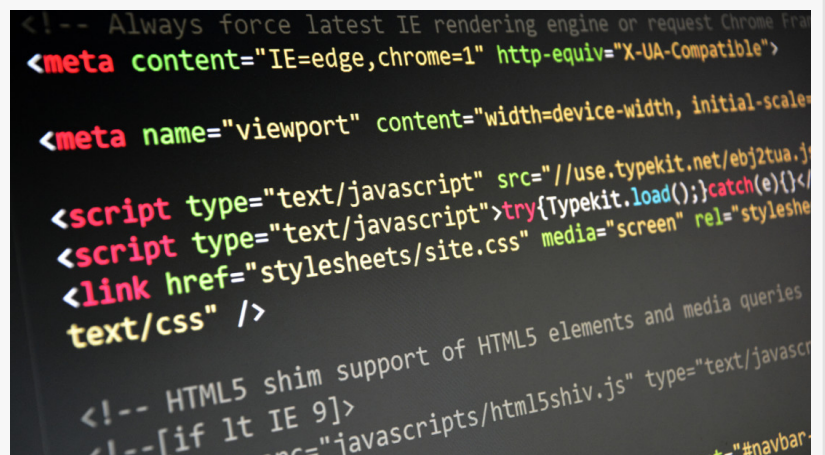
/EINPresswire.com/ -- BlueFly Studios announced the launch of their website redesign, [www.blueflystudios.com](http://www.blueflystudios.com), to reveal the company's new brand identity. Being in the business of [digital marketing](#) services, BlueFly Studios redesigned its website to feature a distinct yet

contemporary layout modernized for their target audience; while remaining an easy-to-use site for user experience.

Steve Gray, marketing director of BlueFly Studios, says that "for the past years, BlueFly Studios has been providing prime digital marketing, [web design](#), and [WordPress hosting](#) services. In line with this, the redesign includes aesthetic enhancements to provide a more engaging user experience and enhanced navigation to help our visitors easily find the information they need." Regarding the company's objective, Gray adds that it involves "[reflecting] our brand image and [making] it more appealing to service business owners, companies in various fields, and target audience. It is important to align our branding with what BlueFly Studios is: an easy and ready-to-use scalable solution for their business."

As BlueFly Studios repositions itself in a new digital transformation, visitors can easily navigate the website having all the information they need. The brand icon was redesigned in order to make it look more modern and to embody the three pillars of BlueFly Studios service offerings: digital marketing, web design, and WordPress hosting.

What BlueFly Studios aims is consistent functionality which is presented in an accessible format along with a content that succinctly answers the inquiries of their customers, were key to their success. The new website does not only provide enhanced customer experience, but also does a



```
<!-- Always force latest IE rendering engine or request Chrome fra
<meta content="IE=edge,chrome=1" http-equiv="X-UA-Compatible">

<meta name="viewport" content="width=device-width, initial-scaler

<script type="text/javascript" src="//use.typekit.net/ebj2tua.j
<script type="text/javascript">try{Typekit.load();}catch(e){</
<link href="stylesheets/site.css" media="screen" rel="stylese
text/css" />

<!-- HTML5 shim support of HTML5 elements and media queries
<!--[if lt IE 9]>
<script src="javascripts/htm5shiv.js" type="text/javascr
et="#navbar
```

Code for Website Redesign

better job in sharing what the company really is and what it is like working with them.

In the unveiled site redesign, the website has an updated and engaging content, written in an easy to understand language. The information-rich content is presented with clear visual graphics and enough white space for readability and user experience. Apart from the content and layout, BlueFly Studios' site security remains to be a top priority.

### About BlueFly Studios

BlueFly Studios is an internet marketing service provider enabling businesses to achieve their business goals through digital marketing solutions. BlueFly Studios offer services such as SEO, PPC, social media, web design and more. They are a full-service digital marketing company with a mission to help businesses of all sizes grow through highly targeted and cost-efficient performance marketing.

Steve Gray

Blue Fly Studios

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