

## clickTRUE marks new chapter with website revamp

clickTRUE strengthens online presence with a new website that offers better user experience.

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clickTRUE Pte Ltd (clickTRUE), the online consulting firm that helps companies strategise, design and build captivating experiences for the Web has given their website - [www.clicktrue.biz](http://www.clicktrue.biz), a brand new look.

The firm specialises in Search and Conversion strategies to boost website visibility for clients in order to attract and convert more visitors to customers through a compelling experience online, alongside a holistic online marketing strategy.

clickTRUE was acquired by Kyosei Ventures at the beginning of 2011. To mark the new chapter, clickTRUE has embarked on an overhaul of the website to make it more user friendly and conversions driven.

"The new paradigm in online marketing has progressed from pay-per-click to conversion optimisation, and as digital marketing consultants, it is imperative for us to adapt in order to bring improved solutions to clients," says Jereme Wong, COO of clickTRUE.

The redesign of the clickTRUE website offers straightforward information to help guide visitors through the services offered and information is presented with greater clarity.

Jackie Lee, CEO at clickTRUE, explains why they felt it was necessary to change the website. "As the internet evolves, users become more sophisticated. When brands do not keep up, their websites become obsolete, so an update was definitely necessary. At the end of the day, we're an online marketing company and it's important that we walk our talk.

"We take a view that our website is the most convenient interface for our clients and readers and it is always a constant work in progress for improvement, better experience and performance."

"The theme is also more fun, more vibrant and accessible. It also reflects a more accurate representation of us - our culture, philosophy and people," he adds.

"We are also very fortunate to have a talented team that worked very hard for the last couple of months on the redesign of the website and we are confident that their efforts will be paid off."