



Norton Metals Offers Online Quotes and e-Commerce with Groundbreaking New Site from i5 web works

Norton Metals' new Web site launched seamlessly on May 26, 2008 with a fresh look and feel, an updated catalog, an online quote system and an online store. i5 web works optimized each product and every page of the site to make Norton Metals and its products easier to find on the Web. The quote system and Web configuration are unique in the metals industry. The new functionality has already increased sales and improved turnaround time on orders.

Southlake, TX (PRWEB) June 18, 2008 -- Norton Metals' new Web site was launched May 26, 2008. The new site, developed by i5 web works, is unique in the metal supply industry. It features a new look and feel, an updated and redesigned catalog, and new online quote and ordering systems.

i5 web works had hosted and maintained Norton Metals' Web site for five years, so Norton Metals Representative Jack Thomason knew who to call when it was time for a major overhaul. "Technology changes and every few years you have to refresh things. We had increased our inventory and had to update online information to include a large number of new items. We wanted a more interactive Web site, so we added a quote system which has already started to pay off in increasing the number of quotes we've been able to get out in one day," said Thomason.

Smaller items like balcony balusters that can fit on a UPS truck can be ordered, paid for and shipped through Norton Metals' online store. Larger items like bulky beams require a custom quote for shipping or might have a price that responds to market conditions. These require a unique quote/ordering system like the one i5 web works created for Norton.

"We're here from 8:00 a.m.-5:00 p.m. five days a week, but many of our customers work on weekends or at night," said Thomason. "Now they can get a bill of materials to us 24 hours a day, seven days a week and 365 days a year. The next morning when we get into the office, we fill out and send the quote back. The change increases the amount of time our customers have access to our inventory."

With its long experience and deep capabilities, i5 web works had the knowledge and resources to accomplish Norton Metals' goals. Carita Weaver, co-founder of i5 web works noted, "The site was a challenge because e-commerce is not typical for this type of industry. We did a great deal of custom programming to create a system that would fit their business."

"Norton Metals offers more than 2,000 products, and we completely reconfigured their online catalog," stated Weaver. "We had to reorganize, making the products easier to find. Additionally, with the new Web site, each page and product is optimized for the search engines. We also included a tool they can use to send newsletters announcing new products and promotions to existing customers or introducing themselves to prospects."

"We consider the Web site to be an important part of our overall sales program," said Thomason. "The launch of our new Web site enables us to provide answers to customer questions, respond faster to material requests and show detailed product information in a way we have not been able to in the past. Over the past few years, we have maintained a growth rate of about 20% a year. It is our belief that our future business growth will be ever more dependent on a strong Web presence."

i5 web works provides results like this for its customers every day. "This is not unique to the Norton project," stated i5 co-founder Michael Burns. "We try to find a measurable, definable ROI for each client's Web site. I can't think of a single Web site for which we haven't been able to provide improved productivity, increased sales or higher revenue production. Norton's increased ROI will come from increased salesperson time and productivity, ease of use and more people finding them on the Web."

"In Norton's case," said Burns, "The new Web site will enable clients to order and request a quote directly from the Web site. This is already decreasing the time salespeople spend on the phone taking orders, resulting in more time to generate new revenue. Additionally, the enhanced Search Engine Optimization applied to the site will increase the number of qualified searchers who reach the site, also increasing sales."

About Norton Metals:

Since its inception in 1952, Norton Metals has grown to offer the largest inventory of steel, metal building materials, wrought iron, and gate and fence hardware in North Texas. With almost four acres of inventory under roof, Norton serves North Texas and Southern Oklahoma with its own fleet of trucks or with convenient pickup from its location at Loop 820 and FM 156 in Fort Worth. With its customer-focused service, fast delivery and custom cutting, Norton Metals supplies material

needs from a single piece of hardware to multi-load projects. Visit Norton Metals' new Web site at www.nortonmetals.com.

About i5 web works:

i5 web works provides results-driven Web site services for businesses of all types and sizes. i5's comprehensive services include design, e-commerce, Internet marketing, pay-per-click advertising and search engine optimization. From its headquarters in Dallas/Fort Worth, i5 web works serves clients nationwide through a network of Web site service providers and Internet marketing professionals. i5 delivers maximum return on a client's technology investment through deep experience, proven results and the broadest variety of Internet services available. Find out more about i5 web works at www.i5ww.com.

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