



### PHOTOGRAPHY FIRM IS SNAP HAPPY WITH NEW WEBSITE

MCATEER Photograph is celebrating after its new website has attracted a multitude of business, thanks to web company NS Design.

The Tradeston-based company appointed the award-winning designers to provide a bespoke, content managed website, to showcase a portfolio of outstanding photography work to an international audience.

It has been a win-win situation for Hillington-based NS Design, as the company has since gained additional business in the same industry due to the success of the re-vamped site.

NS Design Managing Director, Gary Ennis, said:

“Landing such an established and well-respected deal such as McAteer Photograph was a big achievement for us, especially one whose attention to detail and design matches our own. It was hard work but we had a lot of fun creating the website and have had such a positive response resulting in further business being gained from other photographers admiring the work.

“We designed and created the mechanics of the McAteer’s website, which was a vibrant, ‘image-led’ site. It was 100% content managed, meaning that they have the feasibility and convenience of updating the site without any need for third party technical assistance. This is obviously really important for photographers as their portfolio of work will change on a very frequent basis.

“We have already developed a number of photography websites but this job was particularly important because of the significance of the work involved. Some of the images taken were so impressive and it doesn’t surprise me that now they have the website as a marketing tool, they have had a lot of interest.”

McAteer Photograph is a highly experienced team providing photography needs for a range of clients, including Scottish Enterprise, Ogilvie Construction and Buro Happold, amongst others.

The commercial photography business has been trading for over seven years and was delighted with the outcome of the website and the team on board at NS Design. Because of the site’s success, some work is now expected to take place overseas, broadening the business’ portfolio.

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Photographer and Creative Director, Alan McAteer, said:

“We heard of NS through a recommendation from Targeting Innovation, an innovation consultancy which had helped us prepare the project brief.

“We wanted a simple, contemporary, image-led website, which would showcase our photographs without the design of the site itself taking over. We needed a bespoke solution and it was important for us to be able to content manage the site ourselves and update galleries as and when.

“It was definitely Gary and the team’s ‘can do’ approach that sold us straight away. The fact that the proposal they came to us with was jargon-free, good value for money and had highlighted important things we hadn’t thought of, we were immediately impressed.

“The website has received brilliant feedback and we’ve noticed that it’s freed up a huge amount of time for us as we no longer need to spend hours making up portfolio discs to send to potential new clients - we simply direct them to the site. I’d recommend the team at NS Design to anyone, on the basis that Gary and the team’s enthusiasm and knowledge is worth every penny.”

For further information on NSDesign visit the website [www.nsdesign.co.uk](http://www.nsdesign.co.uk) and for McAteer Photograph visit the website [www.mcateerphoto.com](http://www.mcateerphoto.com).

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Issued by the BIG Partnership on behalf of NSDesign.

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Notes to editors

#### **About NSDesign**

NSDesign, which is based at the Hillington Innovation Centre, provides internet solutions with a wide range of web design, domain registration and hosting products for its customers who include Greenock Morton FC, The Lighthouse (Scotland’s Centre for Architecture and Design) and Highland Spring.

The company was recently named the Outstanding Performing Company (under 25 employees) in Renfrewshire at the annual Renfrewshire Chamber of Commerce (ROCCO) Awards.

NSDesign has been helping businesses and organisations maximise their success online since 1999.

The focus is strongly on accessibility and usability, providing the tools to empower users with full control over their account, backed by in-house expertise to rely upon when required.