

# Phoenix London



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## Rob&Nick Photography

Britart! People said it wouldn't last...they were wrong and here is a shining example – the brilliant work by husband and wife team Rob and Nicky Carter.

We designed a site to let their work do all the talking.



## Objective

This portfolio site needed to be plain and simple. The art speaks for itself so we wanted to capture the essence of an art gallery to exhibit the continuing range of work that Rob&Nick produce.

The site's focus was to keep potential collectors up to date with new work as it became available.

## Solution

An easy to update, clean and stylish site, showcasing Rob&Nick's latest work – commissions, exhibitions, press and for the real Rob&Nick fans some screensavers to download. Also important is the ability to join the artists' mail list to be kept abreast of upcoming exhibitions and news. This is managed by an easy to use mail system, with branded templates, automated unsubscribe and tracking.

## Conclusion

Rob&Nick's portfolio site receives a range of glowing comments. Following on from this success Rob commissioned us to put his 'Travelling Still' photograph collection on line in the same format. This has boosted sales considerably. We are now in the process of increasing traffic and continuing this success with our Search Engine Optimisation service.

"Phoenix delivered an ideal on-line gallery that has provided the perfect outlet through which to showcase and sell our work." RC