

Client: American Group, LLC

Project: Website Rewrite

Objective: Increase Sign-ups and Length of Site Visits

Margot Howard
portfolio

copy excerpts

American Group is Shipping. Simplified.

Whether you're **new to shipping** or *experienced* you want a 3PL (3rd Party Logistics) partner who knows shipping and makes the process effortless. With over 422 years of experience in logistics the staff at American Group is equipped to guide you through the complete shipping process from start to finish. We are here to make shipping simple. That's why American Group is Shipping.Simplified.

From the smallest package to the largest shipment we can help. American Group is your destination for a complete logistics solution:

We pride ourselves in Giving Personal Service

We pride ourselves in giving personal service. When you call American Group you don't get an automated system before speaking to a representative. Instead you are greeted by a live person who is ready to assist you with your shipping requirements and questions promptly.

Information for First Time Shippers

Shipping does not have to be intimidating, after all... we all started somewhere! In this area of our website you will find the answers to common shipping related questions, as well as form and instruction that will help you ship with us.

"I had the pleasure of working with Margot on updating the content for our site www.ShipAG.com and she did not disappoint. Since the changes in the content, I have seen an increase in sign-ups and the length of time people have remained on the page. From start to finish, Margot walked me through her process and asked specific questions to make sure we were targeting the right audience. Specifically, I enjoyed how she would follow up as she was producing the content to make sure it was delivering to my needs. Not only would I recommend Margot's services to anyone needing content created, I will be using her again."
- Michael Schember
CEO
American Group, LLC

