



# Case Study

## holiday sector



## Make New Zealand Home

[www.makenewzealandhome.com](http://www.makenewzealandhome.com)

'Our website is the core of our business and we had a clear vision of how we wanted the site to look. ByteArt's designers enabled us to make this vision a reality and we were delighted with the result. All our business is accessed via our website and we constantly receive compliments about how visually attractive and easy to navigate our site is.'

Helena  
Make New Zealand Home

Thanks to its stunning scenery, low cost of living, amazing work/life balance and publicity from The Lord Of The Rings series of films emigrating to New Zealand has never been more popular with thousands of families set to make the move every year.

Make New Zealand Home is a new online company created to provide advice and consultancy for this very market. Byte Art worked closely with the new start-up to help create a brand that would inspire those viewers looking to take the plunge. The final choice was based on indigenous Maori art style that was then applied throughout the new website.

The website features a fully managed content management system, email newsletter and a series of eBooks which the agency designed and crated which can be purchased securely through the site's pages.

'The content management system that is built into our site has been a vital tool for us. It enables us to update the site with stories, news and promotions ourselves. This is not only convenient and easy to manage it also improves our search engine rankings as we are able to add new content to the site on a regular basis.'

Helena  
Make New Zealand Home

### technologies

ASP, Flash, SQL Server, Javascript, CSS, HTML, PDF

### additional functionality

e-Books

### services

Brand creation, Website, Content Management System, Email Marketing, Ecommerce

