

Wakefly Named As Finalist for a 2009 Stevie Award from the American Business Awards

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WESTBOROUGH, MA – Wakefly, a web development and marketing solutions firm that builds websites that deliver a positive ROI, was named a Finalist in the Website-Banking & Insurance category in the 2009 American Business Awards for the design and development of a [new website for Murphy Insurance](#).

The American Business Awards are governed by a Board of Distinguished Judges and Advisors that features many of the leading figures in American business. The American Business Awards are the only national, all-encompassing awards program honoring great performances in business.

More than 2,600 entries were submitted this year in more than 40 categories. Finalists were selected by business professionals nationwide during more than five weeks of preliminary judging.

With its 70th anniversary approaching, Murphy Insurance wanted to launch a website that was engaging, made doing business with Murphy easier, clearly explained its products, and that appealed to its vast target market.

Toward that end, the site contains many forms, enabling visitors to do business with Murphy Insurance on-demand, when it's convenient for them. Completed forms are stored in a database, making it easy for Murphy Insurance to follow up with the visitor, improving customer service and streamlining their business.

In terms of the look and feel, Murphy wanted to “break out from the mold” with a new and invigorating design. This new website now appeals to Murphy's traditional target market, as well as to young families, an area of huge potential growth. The site's information architecture allows visitors from different target markets to determine how Murphy Insurance can assist them in wading through the myriad of insurance options. Calls to action, such as “request a quote” are featured on each page. This, combined with a Forms Center, encourage lead generation in multiple forms and areas on the site.

“Murphy Insurance's new website truly impacts its business in a positive way,” said Jon Baer, president of Wakefly. “Not only does it appeal to an entirely new set of potential customers, but it also makes it incredibly easy for people to do business with Murphy Insurance 24 x 7. Being recognized by The American Business Awards for the Murphy Insurance website project confirms Wakefly's outstanding work in effectively communicating and positioning the offers of our clients.”

Details about The American Business Awards and the list of Finalists in all categories are available at [The Stevie Awards from the American Business Awards](#)

About The Stevie Awards from the American Business Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at [The Stevie Awards from the American Business Awards](#)

About Wakefly

Wakefly delivers innovative marketing solutions through design and technology, providing successful web sites, collateral, branding and integrated campaigns for a client base that crosses numerous industries and market segments. Based in Westborough, Massachusetts, Wakefly combines senior design, copy, and marketing services with in-house technical specialists to help clients leverage technology and the Internet to create integrated campaigns that work. For more information, please visit [Wakefly](#) or call +1 508-616-2042.