

Press Release

FOR IMMEDIATE RELEASE
ISSUED July 30, 2011
ADDITIONAL INFORMATION:
Jennifer Peterson
717-823-6939
Fax 717-431-9683
jennifer@wavelengthb2b.com

Central Penn Nursing Care Taps Wavelength for New Web Site *New Design Based on Boomers, Matures Web Preferences*

LANCASTER, PA – [Wavelength B2B](#), a marketing communications firm, headquartered in Lancaster (PA), will develop a new web site for [Central Penn Nursing Care](#). Wavelength was selected during a competitive review process due to its customer-centric design recommendations and interactive strategy.

Central Penn Nursing Care (CPNC) is the largest independently-owned Home Care Services provider in Lancaster and surrounding Counties. CPNC provides a wide range of home care services to individuals within their home environment (homes, hospitals, retirement communities). CPNC's target audience is primary boomers and matures. As such the new web site will include features and employ best practices that meet the online preferences of these users.

New site features include navigation that ensures ease of use, the ability to scale font sizes and one-click access to high-value content. To keep the site fresh and serve additional audiences (such as referral sources and employees), the site will feature social media integration on the home page. The Company's [FaceBook page](#), also to be developed by Wavelength, will feed into CPNC's new home page.

more

“We’re excited to put our customer-centric approach to site development to work on a project within the healthcare services industry. Boomers and matures have different online preferences than other audiences. While we don’t want to pander to these users, we want to be sure we’re delivering graphics and content in ways that work best for them,” said Gary Peterson, Creative Director/Partner.

In addition to site development and social media support, Wavelength will provide ongoing organic search engine optimization to help increase awareness and generate new leads in CPNC’s five-county target area. Results will be reported monthly.

To learn more, visit www.wavelengthb2b.com or www.cpnc.com.

###

Wavelength B2B is a full-service advertising agency and marketing firm that helps companies use marketing to drive top-line growth. Wavelength uses relevant messaging, audience targeting and program integration to increase marketing effectiveness. Services include strategic marketing program development, advertising, public relations, interactive and web 3.0, direct communications, graphic design and illustration. To learn more call Jennifer Peterson at 717.823.6939 or visit www.wavelengthb2b.com.