



**YOUNG  
DESIGN**

Get a good look.

[youngdesign.com](http://youngdesign.com)

703-476-5316

[jyoung@youngdesign.com](mailto:jyoung@youngdesign.com)

2360 Branleigh Park Court  
Reston, VA 20191  
fax: 703-476-5328



## WEBSITE DESIGN for Bailey Systems

Bailey Systems, a Northern Virginia IT support company, needed a new website that reflected their company growth and better met the needs of their customers. We did a complete overhaul: design, navigation, content, new technical support functions, SEO implementation, a new blog and news section. We partnered with [NOVA Web Group](#) for the coding and training, while [MarketWise](#) did the SEO.

The site was programmed as a custom Wordpress CMS. One of the challenges was to show Bailey Systems' warmth and friendliness while demonstrating the highly technical services they offer. (The company prides itself on its partnerships with its customers). We also knew we had to keep the Customer Support information at the user's fingertips at all times – when you need IT support, you usually need it *now*.

We brought [Susan Rose](#) in to write the new content with just the right tone. As for the design process, we used a color palette of gray, steel blue, black – and lots of white – for an airy, hi-tech look, and used face-friendly stock photos for warmth.

Take a closer look at the final website at [baileysystems.net](http://baileysystems.net).



> SEE MORE WEBSITE SAMPLES IN THE PORTFOLIO AT [YOUNGDESIGN.COM](http://YOUNGDESIGN.COM)