

## PC ProSchools Unveils New Website

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*Cutting edge technology illustrates a clear picture of this state-of-art Microsoft IT Academy. PC ProSchools, Inc. is excited to announce its new website located at [www.pcproschools.edu](http://www.pcproschools.edu).*

Since 1994 PC ProSchools has been providing IT training in the Milwaukee area. Over the years, PC ProSchools expanded operations opening campuses in Green Bay, WI and Madison, WI. In 2006 and 2007 the campuses in Grand Rapids, MI and Indianapolis, IN respectively opened. “As we grow we want to present a consistent brand image,” explains CEO James Brent. “When you enter a Starbucks, you immediately know where you are because of the colors and décor and their promotional items and website carry this same feel and image.”

Earlier this year PC ProSchools hired InovaOne, a full-service strategic consulting company specializing in creative design and production, media delivery and comprehensive outsourcing services located in Roswell, GA, to create a new branding concept. In addition to the website, InovaOne created a new logo, school colors and promotional materials to present a consistent image at the five PC ProSchools’ campuses located throughout the Mid-West.

“The objective of our new website is to provide prospective students with the initial information so they are excited to take the next step and schedule a campus visit” shares Vice President of Marketing and Admission, Wendy Miranda. “When we first started talking to InovaOne I was impressed with how they used high-tech avenues to present their messages. As a state-of-the art Microsoft IT Academy, I thought we should be doing that.” And the new website does just that! [www.pcproschools.edu](http://www.pcproschools.edu) offers interactive videos to highlight all that PC ProSchools has to offer. In addition, a prospective student can test their own IT knowledge through the Computer Knowledge Assessment or sign up to visit a campus right through the website.

Overall, the new website offers general information about PC ProSchools, a series of student success stories shared directly from the students themselves in a video testimonial format, Career Services and IT Industry Facts tabs providing insight into how PC ProSchools gives students that winning advantage in the fastest growing industry in the US. Another added benefit is the new Employers page where IT managers and employers can find out more and contact us directly to hire one of our graduates.

PC ProSchools also switched to the .edu website address from the previous .com address. This address is exclusive to educational institutions, requiring proof of your accredited status before even securing the full address. After achieving accreditation with ACCET last year PC ProSchools qualified for this educational based address line. “We’re an accredited school,” explains VP of Education, Kate Pelchat, “we should be letting the general public know that through the use of the .edu address.” Visitors familiar with using the original website will now simply be redirected automatically to the [www.pcproschools.edu](http://www.pcproschools.edu) website.

For more information on PC ProSchools visit [www.pcproschools.edu](http://www.pcproschools.edu). For more information about InovaOne visit [www.inovaone.com](http://www.inovaone.com).

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