

April 13, 2020

To whom it may concern:

I recommend Nighthawk Marketing for website research, design, and development services. The Nighthawk Marketing team recently redesigned and developed the website for the Minnesota Board of Water and Soil (MN BWSR) and we found their work to be outstanding.

Initially, the Nighthawk Marketing team conducted an extensive content audit, helping us to reorganize thousands of outdated website pages and document attachments such as pdfs. They also led a meticulous user-experience research effort to help us understand how and where users accessed content on our site. They helped our internal stakeholders understand why it was important to look at the website from an external versus internal perspective.

The Nighthawk Marketing team is both creatively and technically skilled. The result of their work was a successful launch of our new website with a modern design with fresh content. They gave us the tools and training necessary to effectively update and manage our content and layouts. They were easy to work with and were able to help our staff understand the development process as well as identify how different tools could meet our business needs.

I am happy to recommend the services of Nighthawk Marketing and look forward to working with them in the future.

Sincerely,



Jenny Gieseke
Organizational Effectiveness Manager
Minnesota Board of Water and Soil Resources (BWSR)
507-381-3131
jenny.gieseke@state.mn.us