

A Backstage Look at Orlando Limousine Company's Fresh Look

Written by Australian Business

backstage limousine

(PRLEAP.COM) [Orlando's premier limousine](http://www.limo321.com) and car service company, Backstage Limousine, recently launched its new online image and website, <http://www.limo321.com>.

In order to effectively create the online representation they were looking for, Backstage Limousine teamed up with Benjamin Marc, a full-service Search Engine Optimization company to launch an online marketing campaign. While the details of the site are still underway, this partnership appears to have been nothing short of clever, as

<http://www.limo321.com>

is a carefully planned and designed masterpiece, which illuminates Backstage Limousine for everything it is.

Overall, the website is a remarkable blend of what could be considered several oxymorons. There is a precise, clean-cut nature to it as the site remains simple with standard black text on a white background, donning only a few pages to browse, as well as a layout and links which leave little room for confusion. However, its simplicity is a far cry away from being plain. The entire website sports a fuchsia colored background on the top of each page, which is a mix of a plain, solid in the center, and intricate, smoke swirls on the sides. This unique use of vibrant, fuchsia hues, which are similar to the colored lights inside limousines, is shockingly captivating. It screams for the limelight and attention, similar to the fluorescent signs in casinos, and tells the world that [Backstage Limousine](http://www.limo321.com) is the life of the party and offers a world of excitement.

The theme of contrasting and battling opposites is also seen between the evidence of [Backstage Limousine's](http://www.limo321.com)

surprising 20 years service, thus dating it, and bold traits of the modern, virtual world. Proudly displaying their impressive fleet of vehicles, in addition to the company's numerous locations, and services, the site relays that Backstage Limousine is a veteran in the industry. However, the myriad of pictures that adorn the homepage, and the "fleet" page hold such a strong power, they clash with and almost trump the company's age. The most prominent pictures are displayed in an automatic slideshow, centered on the top of the homepage. These large, high-resolution images showcase Backstage Limousine services, emphasizing the transportation services to/for specific events/clients: Disney World, cruises, airports, hotels, casinos, weddings, proms, nights on the town, and business/corporate affairs. Backstage Limousine's incredible fleet is also a main exhibit, on the homepage where pictures of the vehicles scroll across the page, as well as individual, clean pictures of each vehicle in the fleet.

[Backstage Limousine's](http://www.limo321.com) new online image symbolizes and showcases everything the company has to offer. The site remains simple because it is easily navigated and straight forward with its clear list of vehicles and correlating prices. Similar to the limo company, the website is hassle-free, without any confusion. However, the plethora of images capturing parties, flashing quick-links to reservations and prices, and the piercing, fuchsia accents, are chaotic in nature.

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Hence, sending out the message that Backstage Limousine will add exciting chaos to whatever you do. This launch almost guarantees consumers will be sucked into Backstage Experience.