



## Parkersburg-Marietta Building & Construction Trades Council

The Parkersburg-Marietta Building & Construction Trades Council (PMBTC) represents local construction unions and their members across West Virginia and Ohio. As an affiliate of North America's Building Trades Unions, PMBTC advocates for fair wages, safe working conditions, and high-quality apprenticeship training. With a jurisdiction spanning multiple counties, PMBTC is committed to supporting workers and fostering growth in the construction industry.

### Business Challenge

PMBTC's outdated, single-page website lacked the tools and resources to effectively serve its members or engage the community. They needed a modern website to provide access to monthly notes, facilitate payments, direct members to essential resources, and educate the public on joining unions or finding local union services. Having envisioned this upgrade for several years, they required a partner to help finalize their ideas and turn them into a functional and visually appealing online platform.

### Our Solution

We delivered a comprehensive WordPress-based website tailored to PMBTC's needs. Using a flexible theme, plugins, and custom code, we built a user-friendly platform with easy-to-manage global styles and templates for simplified page construction. Key features included a member portal for accessing exclusive resources, online payment processing for yearly fees via ACH, and forms for submitting paperwork. Throughout the process, we provided end-to-end support, collaborating closely with PMBTC to refine their vision while ensuring mobile and desktop users could seamlessly navigate and interact with the site.

#### Budget

\$0 \$100K

#### Services

- Wordpress Website Development
- Custom Plugin Development
- Members Portal

#### About Imagi-tech

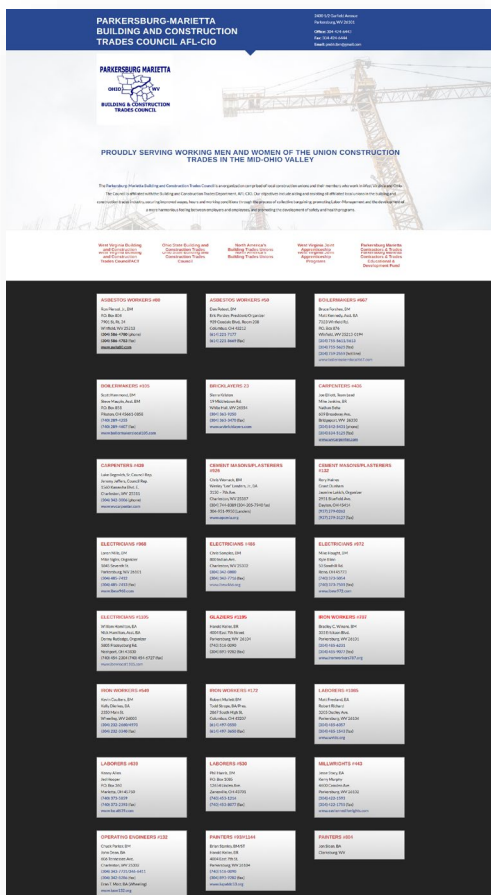
At Imagi-tech, we're a team of passionate developers and designers dedicated to helping businesses grow. From smart web apps to custom software, we solve real challenges with solutions that make a difference. With years of experience in creating user-friendly designs, building websites, and driving e-commerce success, we focus on what works best for you. Let's build something extraordinary together.

## Results

- A clean, responsive design that works across all devices.
- Public resources that are easily accessible and digestible.
- A custom calendar of events to keep members and the community informed.
- Secure online payment processing and streamlined form submissions.
- Robust tools to empower members and engage the broader community, providing answers and resources anytime, anywhere.

PMBTC now has a dynamic platform that elevates their service offerings and strengthens their connection with members and the local community.

## Old Website



## New Website

