

## **TRIC Tools, Inc. Announces New Website Redesign and Launch This Spring**

*TRIC Tools, Inc. has announced the new redesign and launch of their website, which will be easier to use and will better serve customers.*

Alameda, CA ([PRWEB](#)) April 16, 2015 -- Trenchless pipebursting equipment company [TRIC Tools, Inc.](#) is excited to announce the upcoming relaunch of their website, which will feature a new sleek and easy-to-use design that will better serve new and old customers alike.

TRIC Director of Marketing and Tech Support John Rafferty says that the new website makes use of the latest in web design and will be much easier to navigate, with an intuitive interface and extra features.

“There's a fresh, uncluttered look and feel; it will really be taking advantage of the best and brightest design strategies, with all the bells and whistles that are offered in website architecture today,” Rafferty explained. “The new interface will be more fluid and easier to navigate, making it easier to find the information you want.”

The new site will be Wordpress based and will be compatible with all mobile devices. This will prepare the site for the upcoming Google algorithm change which will factor whether or not a website is mobile-friendly when ranking it in the search engine results pages.

“Many of our contractors don't do much email—or spend much time on a computer—since they're mostly on their mobile devices out in the field,” Rafferty said. “They need something that's simple and easy to use to get the information they need quickly.”

The new design will allow users to scroll continuously through the content on the website, rather than having to click through page after page with the old design. The new website will feature added content for both new and old customers to learn more about the company's products and processes.

The site will feature an expanded tech support section plus an editorial section with links to the company's YouTube channel and Flickr photo stream. There will also be a new eCommerce section, allowing established customers to more easily find part numbers and order (or reserve) equipment online.

About TRIC Tools, Inc.

When it comes to innovative solutions, TRIC Tools, Inc. has been an industry leader for over 15 years, having established the practice of home sewer lateral pipebursting in America. TRIC offers a wide variety of equipment for trenchless replacement of sewers and other utilities, including the X30 Pipebursting System, the M50 Pipebursting System, and more. To learn more about their solutions for both residential and municipal projects, visit [www.trictools.com](http://www.trictools.com)



**Contact Information**

**John Rafferty**

TRIC Tools, Inc.

<http://trictools.com>

+1 (323) 745-1280

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).