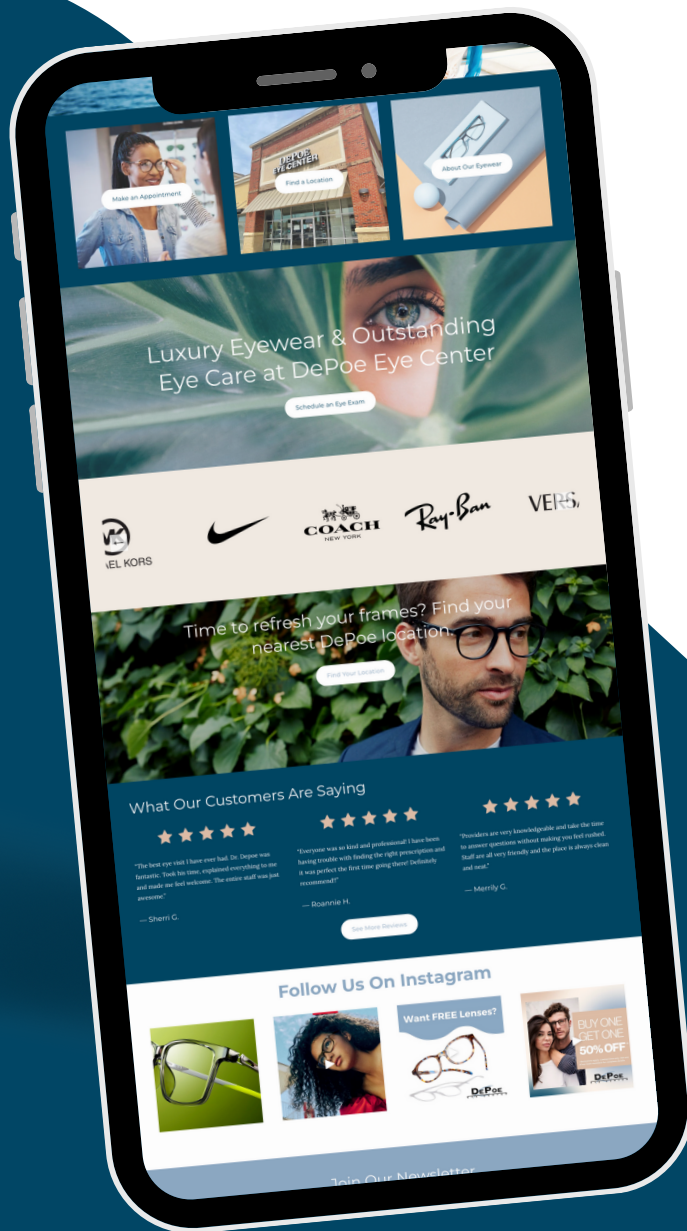


Website + Rebranding CLIENT CASE STUDY

A look at rebranding and rebuilding our client's website



Taking our client's website from this



to this



The Task

Our client was in need of a digital presence overhaul, starting with a new website.

The new site needed to have better functionality, a modern design, and an easier way to make appointments. The primary objective was to build and rebrand the site so that it clearly depicts who they are and the high level of service they provide for their patients.

The Solution

A total design overhaul focusing on updated branding and a better user-experience.

We began by creating a brand kit with a fresh new color palette to use as the foundation for the design. We built the website from the ground up using eye-catching imagery that highlighted the brand's new style while focusing on their target demographic. We kept ease of use at the forefront of the design process, leading to a more intuitive way to navigate the site. The end result is a site that reflects the brand's new look with a better user-experience.



Before & After | The Homepage

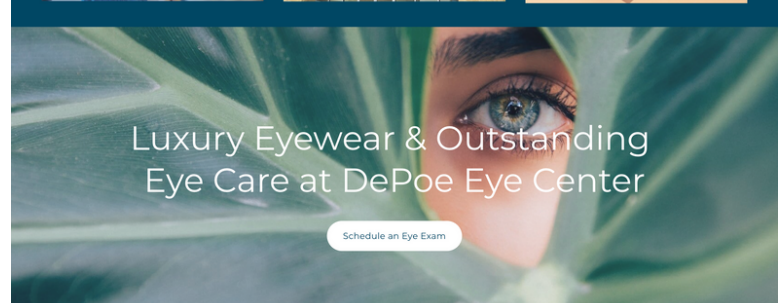
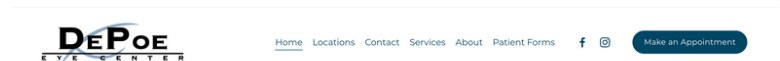
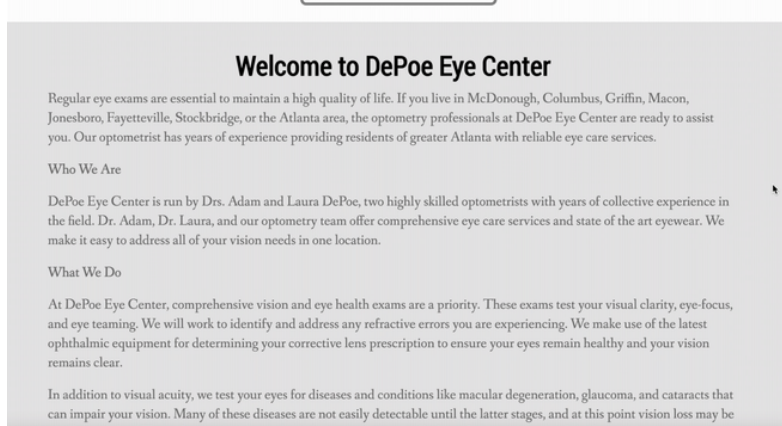
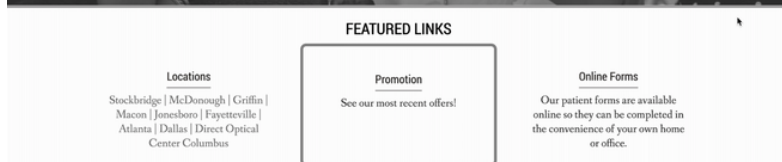
Information Overload



Clean & Easy to Navigate

There was a lot of information, but too much text can be overwhelming to take in. It was difficult to find where to make an appointment.

We replaced wordy paragraphs with more visual elements and concise calls to action to improve user-experience.



Before & After | Locations Page

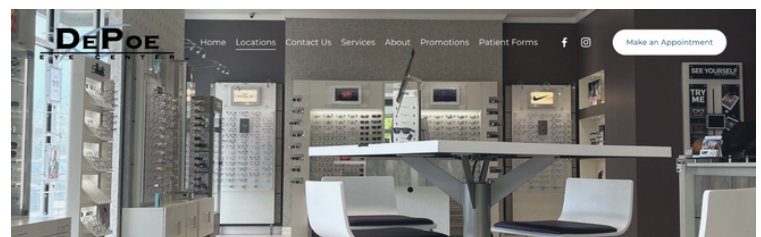
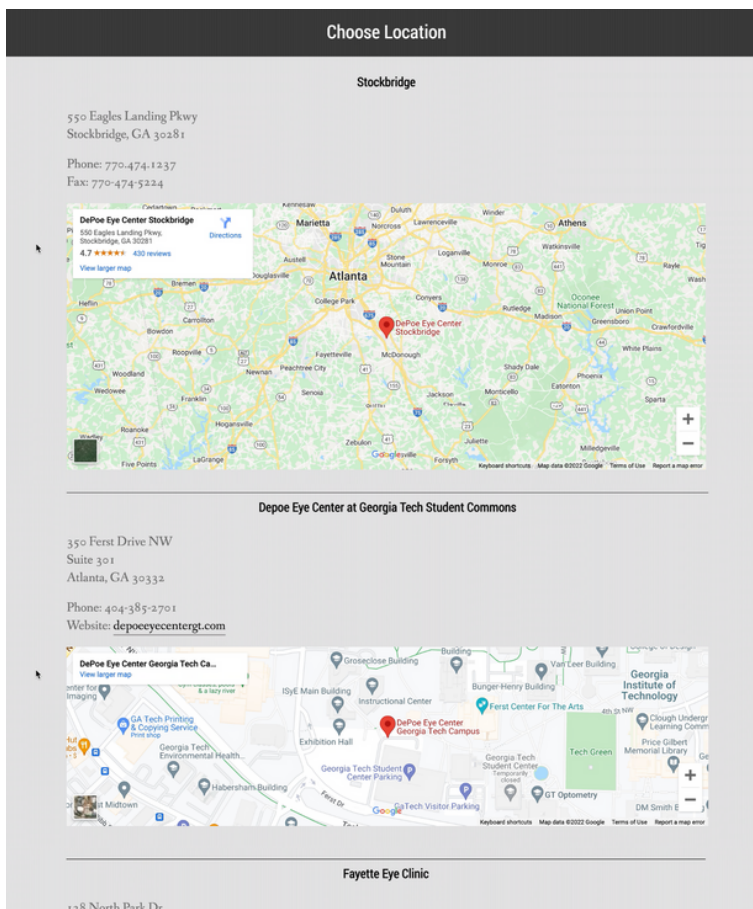
No Location Images



Highly Visual & Useful Info

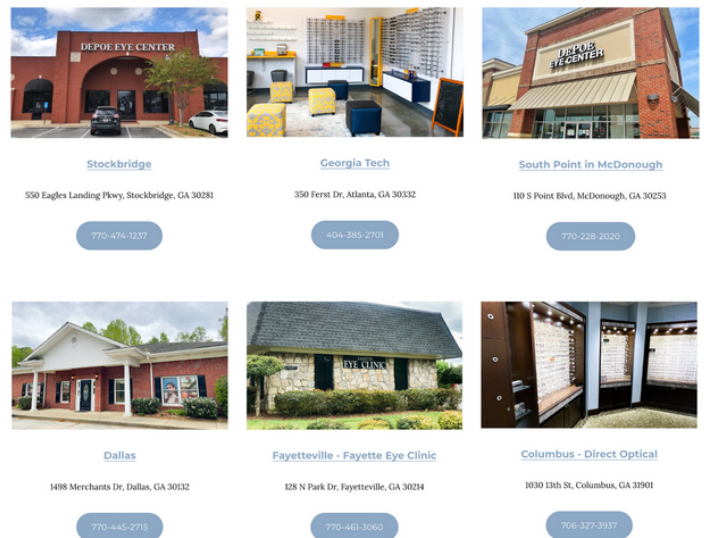
The previous Locations page did not have images of the locations so you didn't know what to expect when visiting. It also lacked individual location pages with important information like their individual hours of operation or customer reviews.

Each location is listed with an image, making it easy to find at a glance. You can call your location at the press of a button, or click the location name to access the local landing page with more information, including individual location hours, maps, and reviews.



Locations

We have multiple eye center locations across the Metro Atlanta area. Find your nearest location below.



Before & After | Services Page

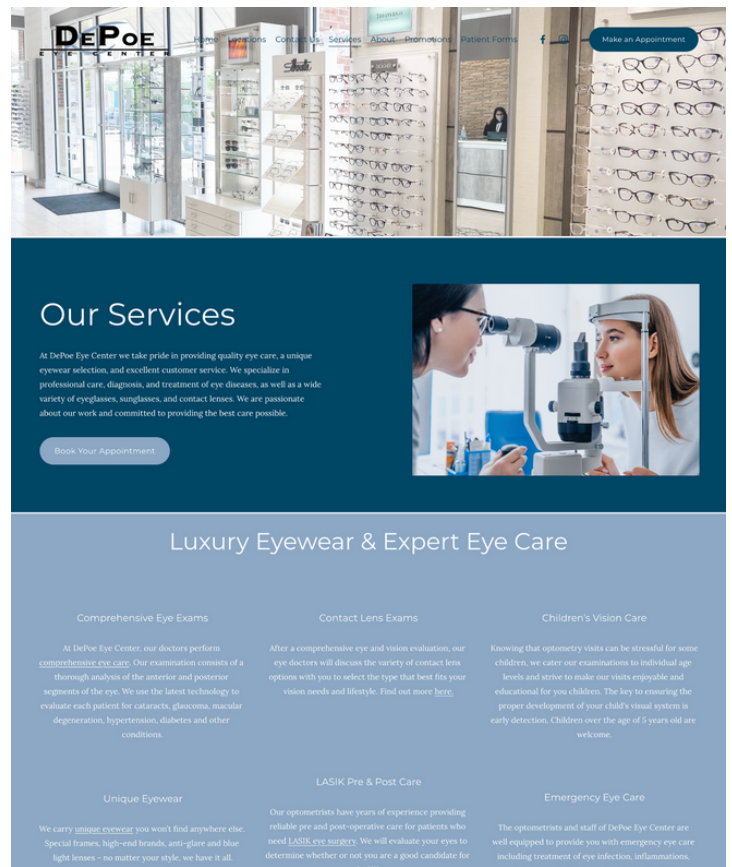
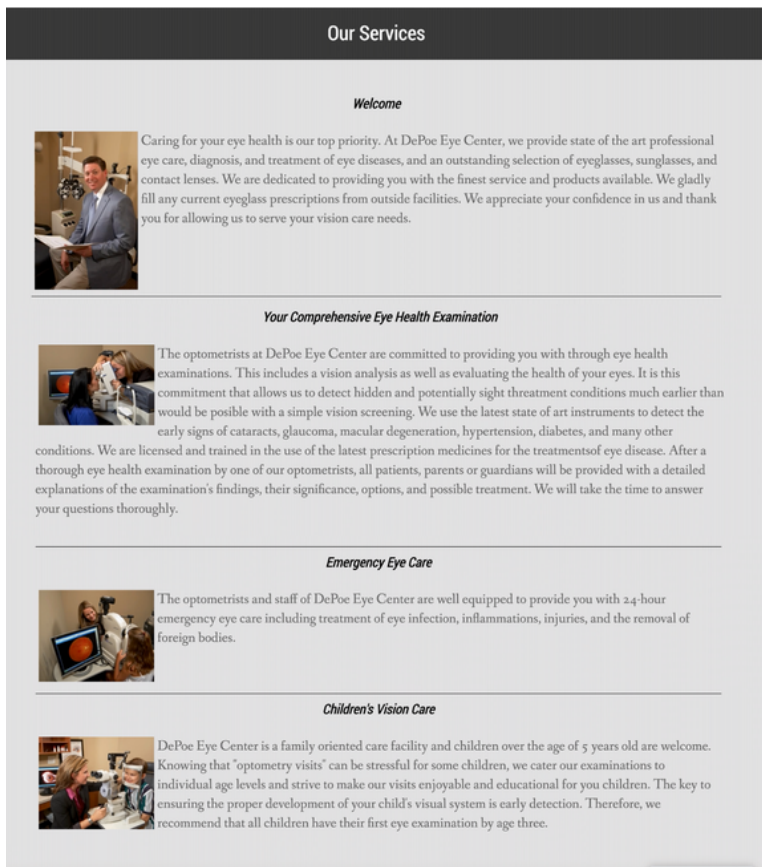
Text Heavy & Required a lot of Scrolling

The Services page was very text-heavy and didn't highlight their services in a way that felt natural to the eye. It required you to scroll down the page to see everything.



Better Use of Space

Includes a brief overview of their services, followed by a list of the services sectioned into easy-to-read blurbs. You can see everything at once, while maintaining important keywords for SEO purposes.



Additional Improvements



Visually More Impactful

The previous site was primarily grey-scale, with mostly black and white imagery, so we wanted the new one to feel bright, colorful, and inviting. We used vibrant lifestyle imagery and incorporated the new brand colors throughout.



Optimized for Mobile

The previous site was built for desktop use and was difficult to navigate on mobile. The new site was built with mobile use at the forefront of the design process to ensure it looks just as good on your phone as on your computer.



Better Represents the Client's Brand & Level of Expertise

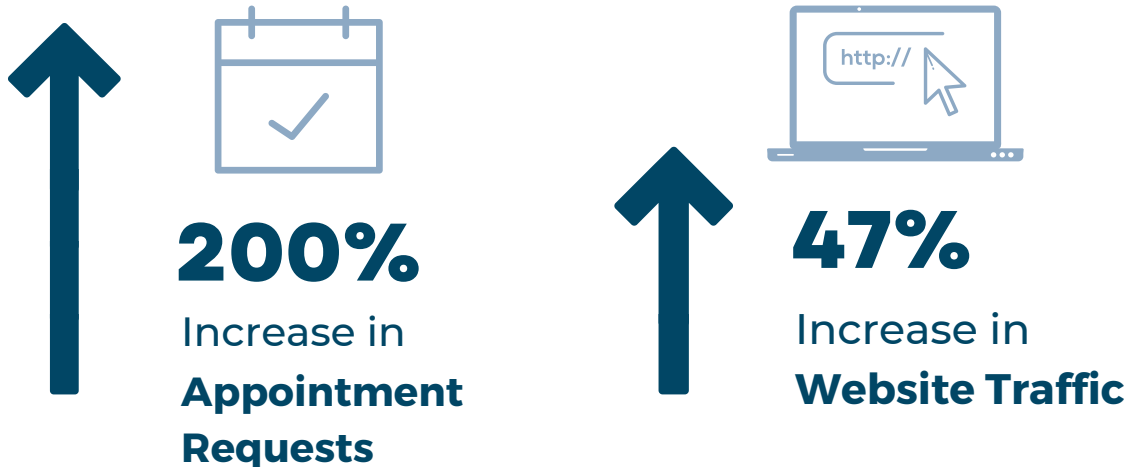
Our client stands out in their industry based on their excellent customer service and impeccable reputation. The new site better highlights the level of service their patients can expect and instills a sense of confidence and legitimacy to their business.



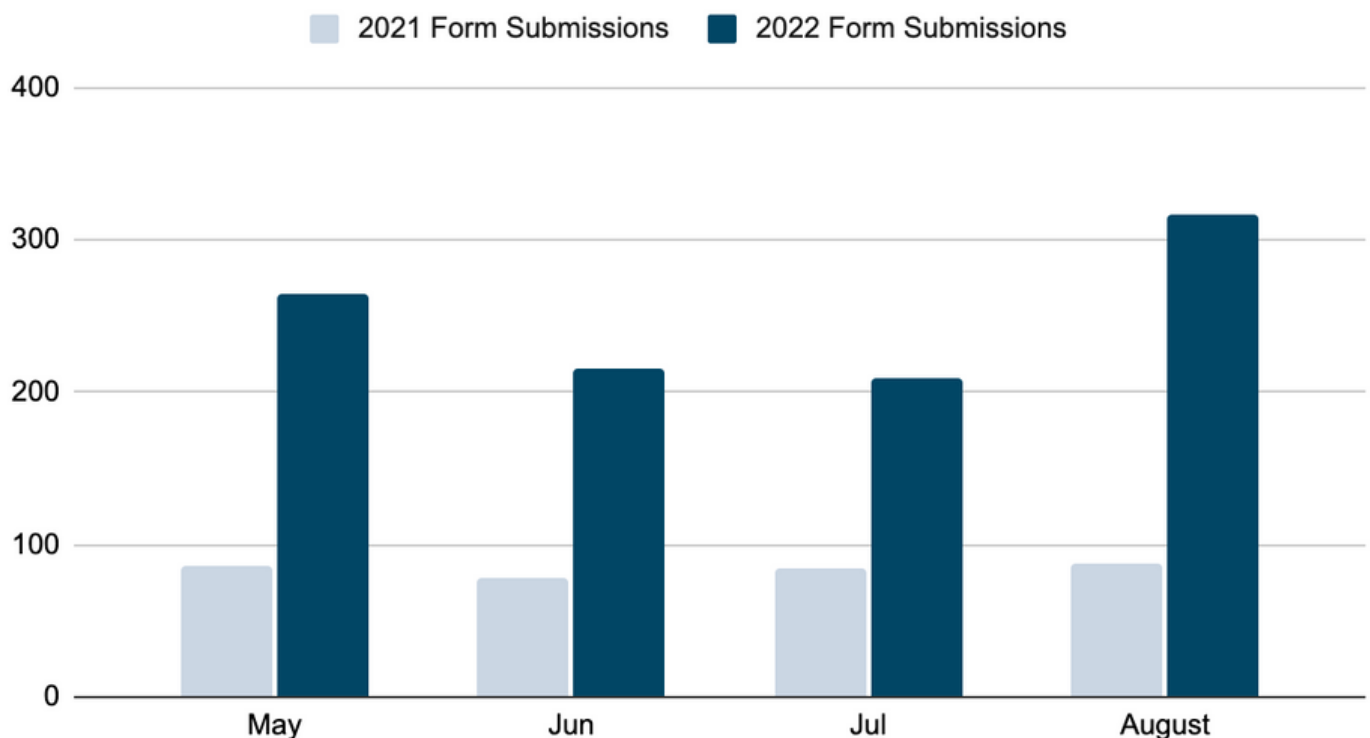


The Results Q2 2021 vs Q2 2022

An overall **increase** in both appointment requests and website traffic.



Appointment Request Form Submissions



*2021 data from iMatrix



THANK YOU

