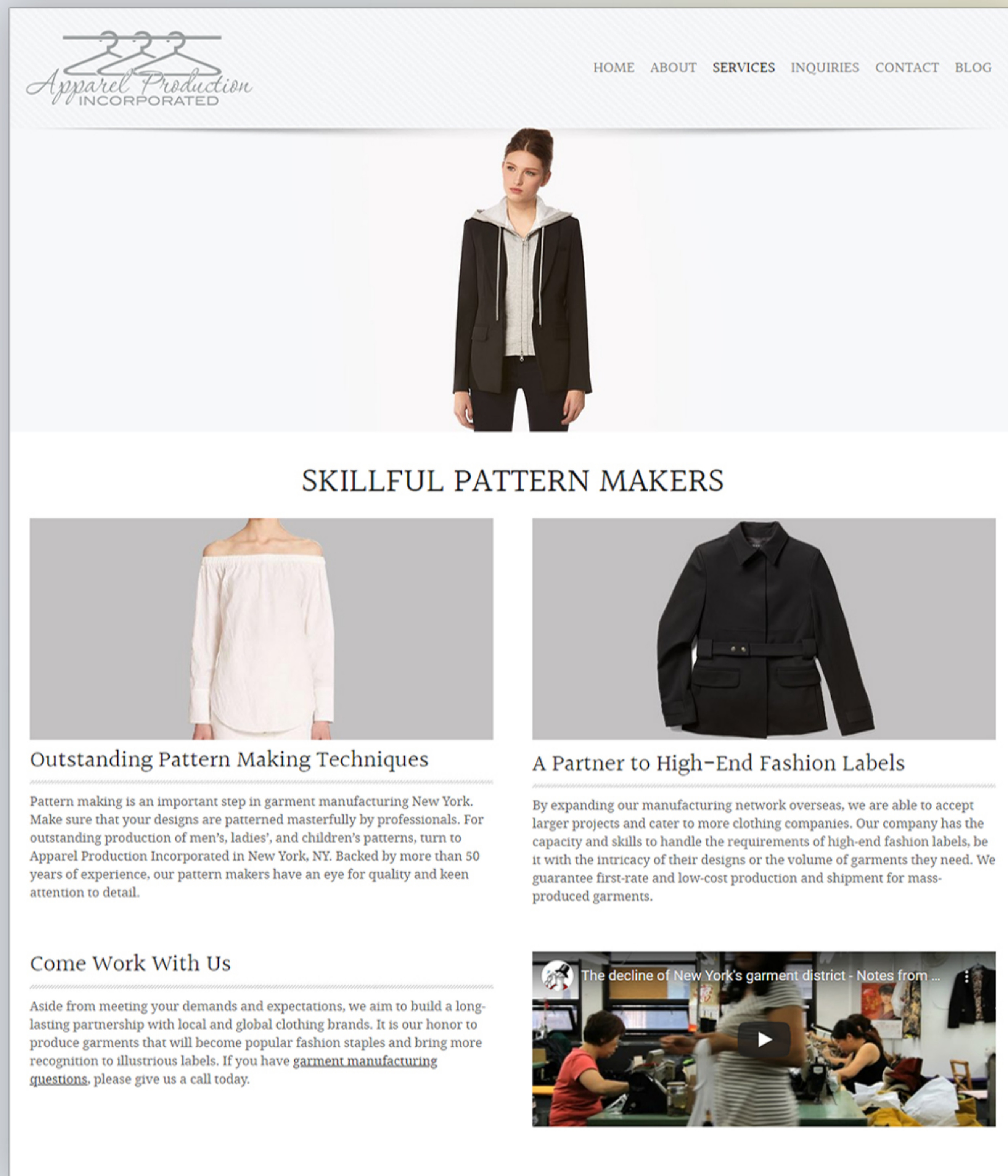


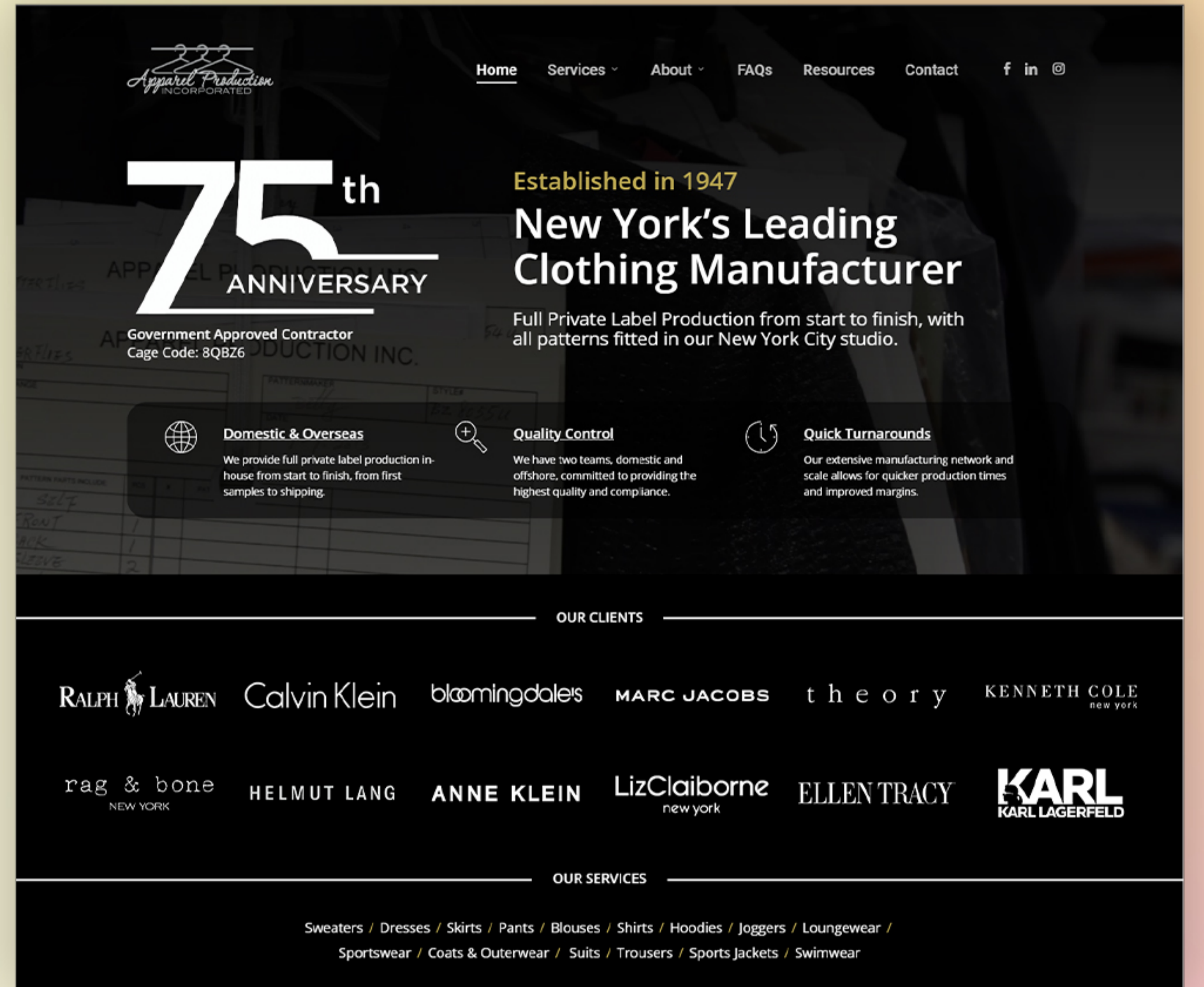
### OLD SERVICES PAGE

One of the primary goals of this project was to fix the clarity of content throughout the website. The previous service page was vague and did not go into much detail on what exactly is being offered.



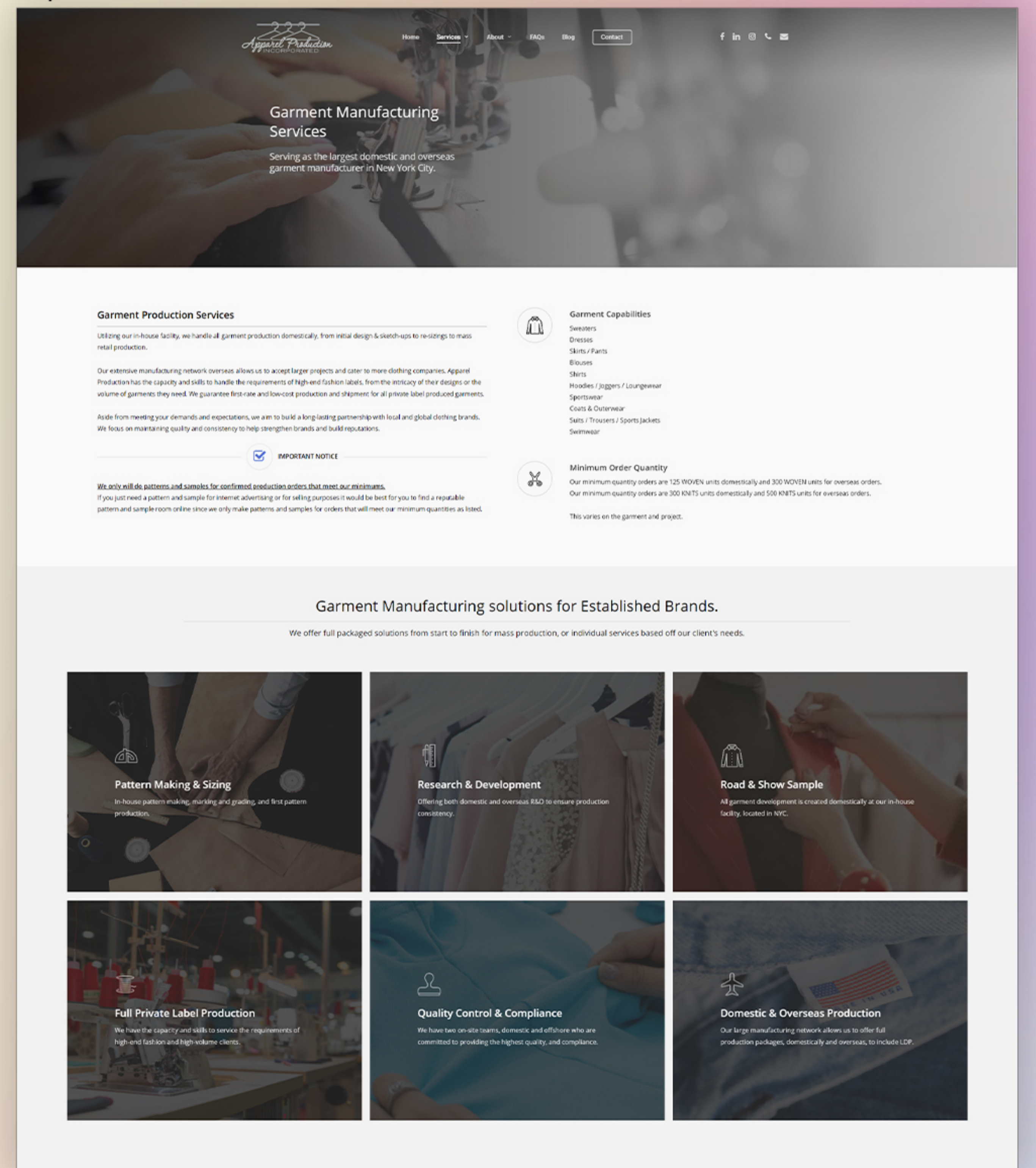
### OBJECTIVE:

Modernize and redesign client's website to appeal to larger high-end fashion brands while increasing inquiries and overall user traffic through on-going SEO work.



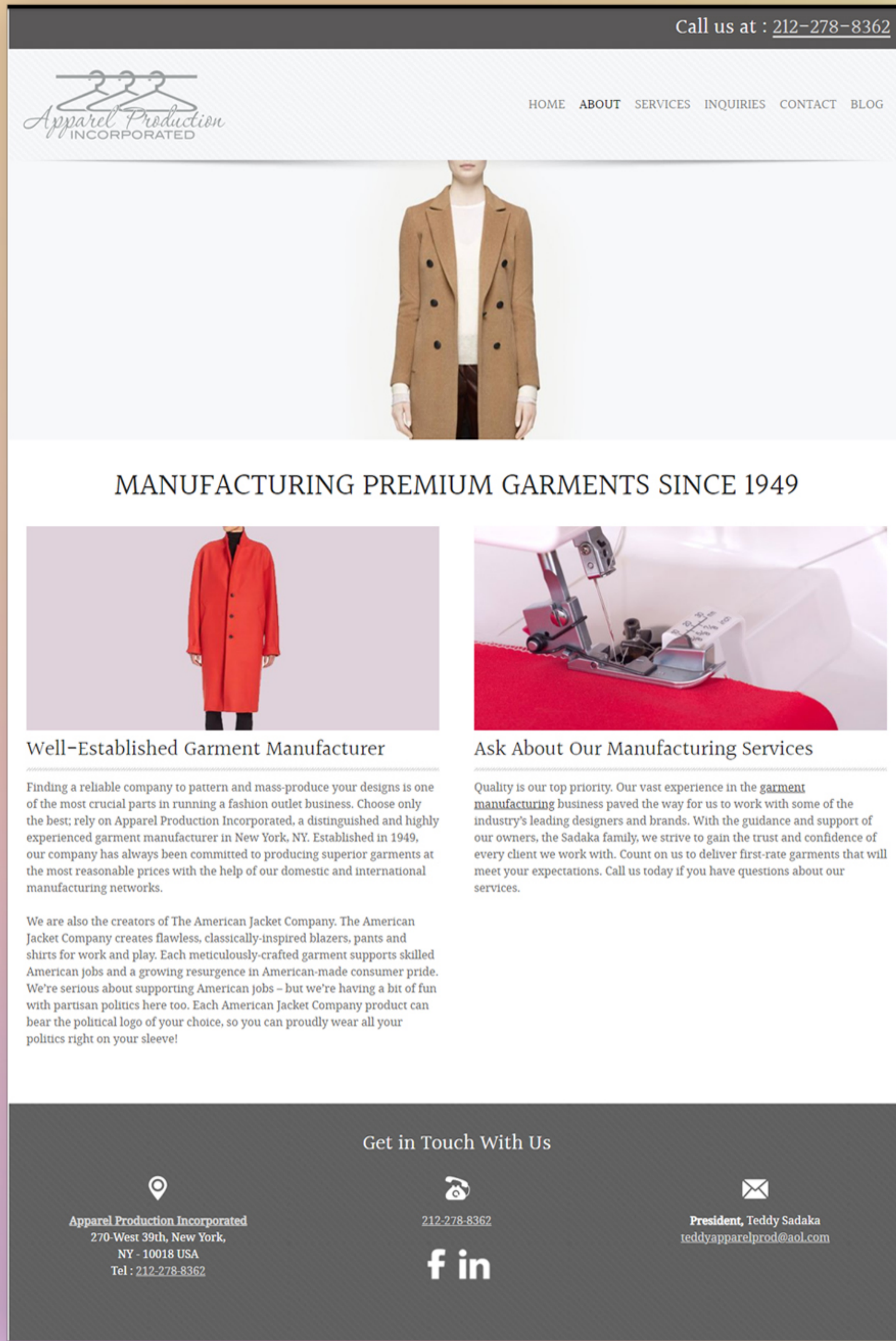
### NEW SERVICES PAGE

Displaying the most important information that customers will look for directly at the top of the page and separating each service into different pages to go more into detail about what is being offered, also opening more avenues for SEO capabilities.



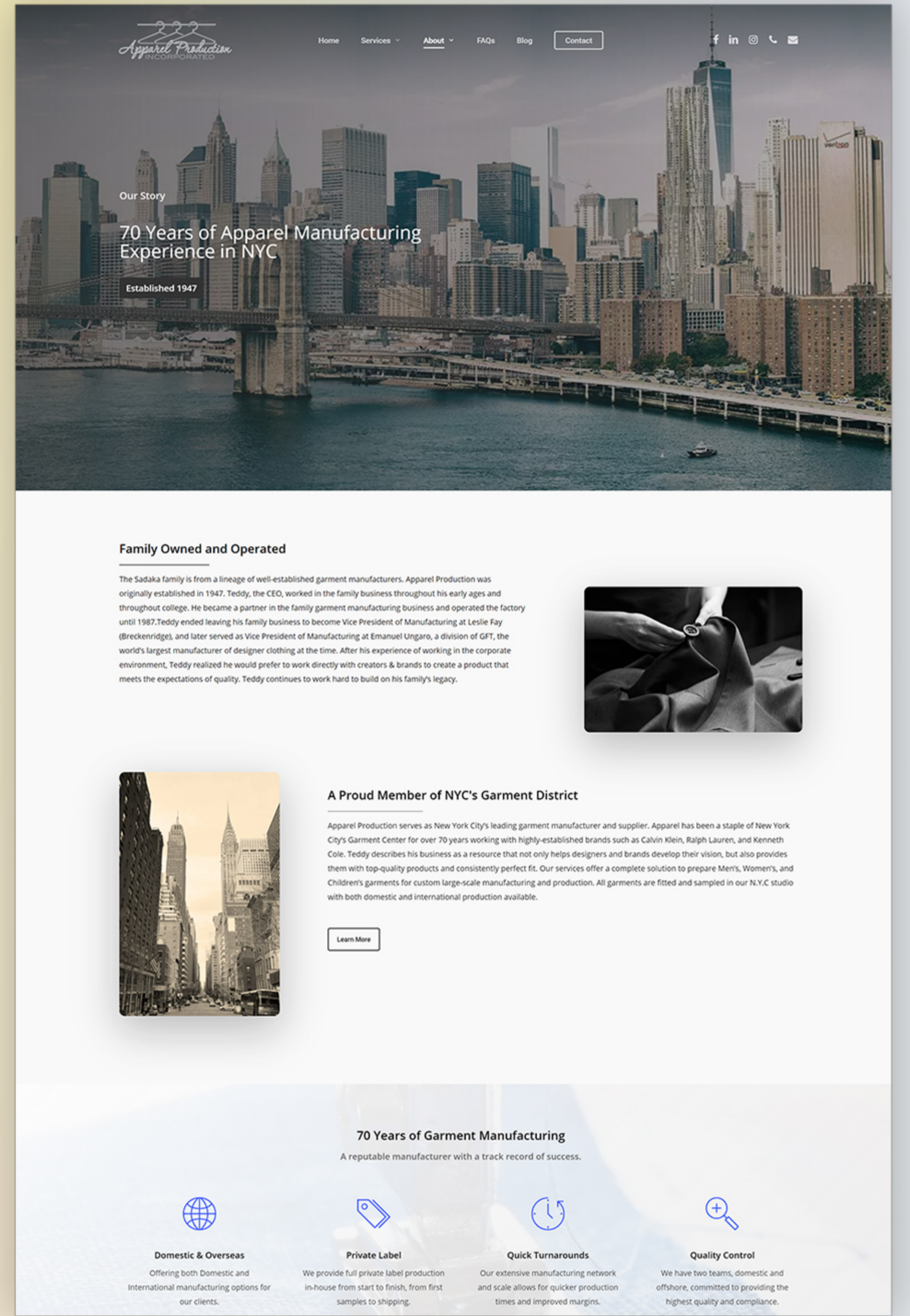
### OLD ABOUT PAGE

Many of the pages throughout the website follow the same structure and layout. The content does not stand out or grab your attention. Also, the content does not do a great job explaining the story of the company.



### NEW ABOUT PAGE

The new about page provides a different experience, highlighting key components that may catch a user's eye, such as "family owned" and other key taglines, and some brief, but helpful, facts about their services.

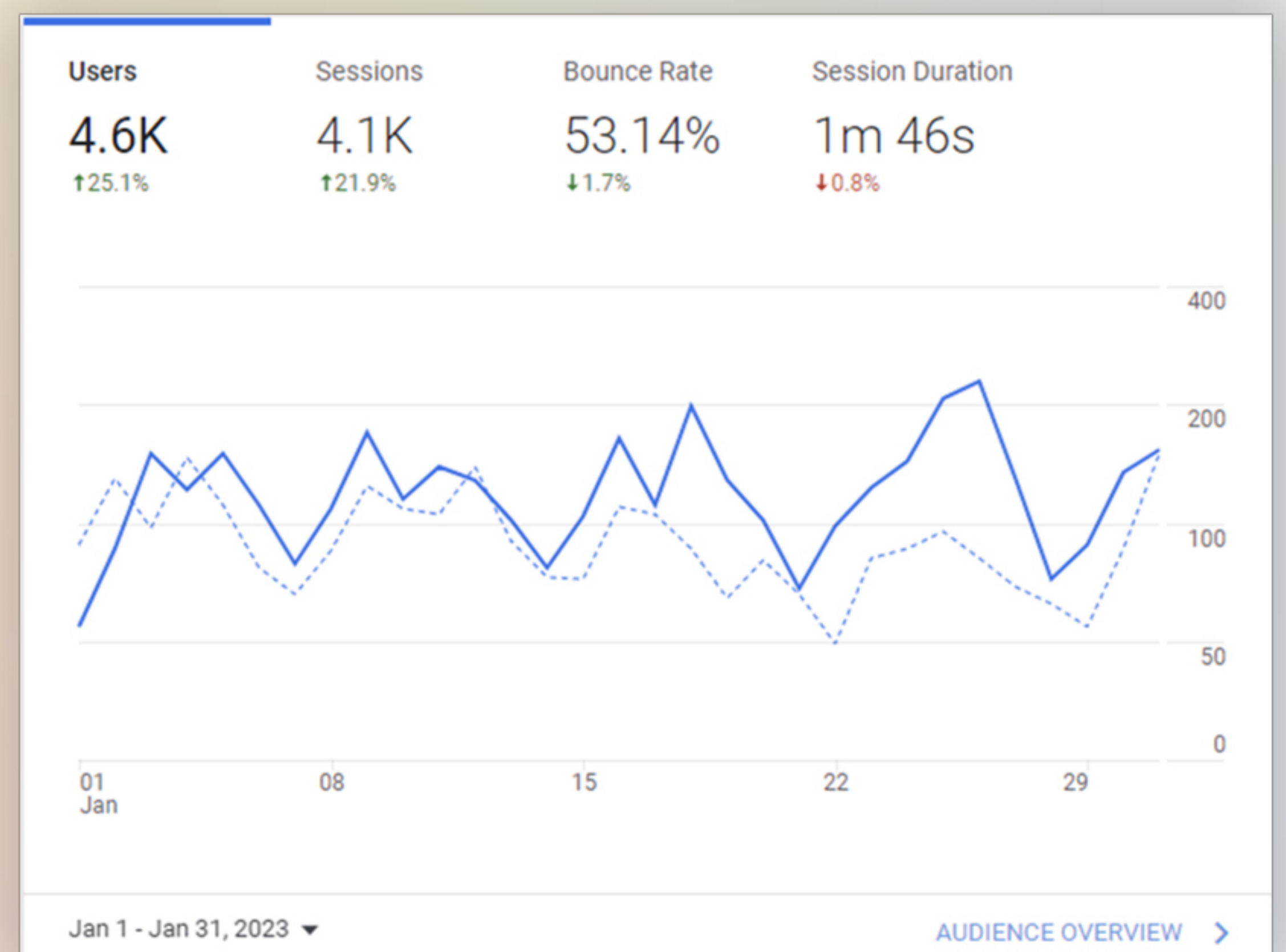


### IMPLEMENTING NEW WEBSITE & SEO

After implementing the redesign and the initial changes for SEO, the website saw a gradual, but steady, increase of users and sessions throughout the year.



JANUARY 2020 - IMPLEMENTATION OF REDESIGN



JANUARY 2023