

Case Study: Website Redesign

Domain

www.spaelementsfl.com

Project Overview

The owner of Spa Elements approached Web Wise Concepts with the idea that she wanted a softer look to her website.

Primary Issues

- A softer look was requested by the client
- Outdated information needed to be removed
- New information needed to be added

Project Objectives

- A fresh softer visual image
- Add the ability for the client to update the site

Design Concept

In addition to being softer, the visual needed to be inviting and portray a sense of comfort and pampering. Softer colors and images were chosen to present this image.

Design and SEO Modifications

- Added new text copy - oriented to the target audience
- Created style sheet for formatting and layout
- Added interactive map for directions
- Researched keywords
- Modified all MetaTags and title tags to incorporate the appropriate keyword phrases
- Added interactivity for services information
- Added interactive tabs for product information
- Incorporated the ability for the client to make regular updates
- Optimized all images
- Added alternative text to all images

From the Client

"Pat is very creative. It shows through her work. She is a joy to work with...The ongoing communication was perfect to complete the job in a timely manner... The level of expectation was reached above and beyond. I believe Web Wise Concepts has what it takes to succeed at any task. It would be difficult to think of what else this business can do to improve, that has not already been accomplished."

– B. Hendrix, Spa Elements, Lakewood Ranch FL



Home Page before Re-design

