



Captivate Designs Client Case Study

WEBSITE REDESIGN OF DECORADA

Case Study Summary

Client Overview

Decorada specializes in residential and commercial wallpaper and mural installation that ranges from individuals to the White House and charitable organizations such as the Ronald McDonald Foundation.

Challenge

- DecoRada's came to us because their previous website was dated.
- During our discovery section, we determined that the website lacked a clear value proposition, call to actions and failed to highlight the benefits of DecoRada's services.
- A lack of content management system made it extremely difficult for DecoRada to keep the website updated.
- The online portfolio of their work, which remains a key selling point in getting the quality of their work across was very difficult to navigate, often frustrating users who were unable to access all the various projects they worked on.
- Since the website was dated, it was not mobile friendly which provided a poor mobile user experience and made it difficult for users to access the website on mobile devices.

Case Study Summary

Our Solution

- We started by rewriting the content of the website homepage so that visitors can identify clearly what DecoRada does.
- Then we used a large scale billboard format banner to showcase DecoRada's work and gain instant credibility with a photo of the wallpaper they installed in the White House.
- We then added social proof by positioning testimonials strategically both on the homepage and on a dedicated page, most notably using.
- We developed the website on a content management platform that now gives DecoRada greater control over updating their website testimonials and portfolio any time they want.
- We created a more user-friendly gallery with eye-catching pictures that is easy to navigate from project to project seamlessly.
- We made the website mobile friendly by creating a responsive website design that adapts automatically to any device it is being viewed on including smartphone, tablets, lpads, desktops or laptops.

DecoRada's Website Before



DecoRada's Website After

DECORADA

HOME

ABOUT US

SERVICES

TESTIMONIALS

GALLERY

CONTACT

RESOURCES

HIGHLY EXPERIENCED AND PROFESSIONAL
RESIDENTIAL AND COMMERCIAL MURAL,
FABRIC & WALLPAPER INSTALLER

ESTIMATE

Our Services

Website Redesign & Development

- ☐ Custom Web Design
- ☐ Blog Design
- ☐ Mobile Website Design
- ☐ Responsive Web Design

Graphic Design

- ☐ Logo Design
- ☐ Business Card & Stationery Design
- ☐ Email Design
- ☐ Brochures, Flyer, Postcard Design

Comprehensive Marketing Solutions

- ☐ Marketing Strategy
- ☐ Social Media Campaigns
- ☐ Search Engine Optimization
- ☐ Pay Per Click Marketing
- ☐ Managed Web Hosting
- ☐ Website Maintenance

About Captivate Designs

Captivate Design is a web design, graphic design and internet marketing company that services clients throughout the U.S., Canada and the U.K. We are passionate about helping our clients project a more professional image, get found online and leverage the internet to generate more leads and grow their business.

Want to Improve Your Website & its Performance?

**Contact us for a Free Consultation to Discover
How We Can Help You Achieve Your Online Goals**