



Captivate Designs Client Case Study

WEBSITE REDESIGN OF WISE COUNSELLOR ASSOCIATES

Case Study Summary

Client Overview

Wise Counsellor Associates is based on the island of Trinidad and Tobago and specializes in individual, couple and family counseling and therapy services.

Objective

- Get a more professional website design that is an accurate representation of their practice.
- Create a more user-friendly website design that provides a seamless experience to users.
- Make the website mobile friendly so that they can provide a great user experience to their mobile users.
- Increase their search engine rankings so that they can get more traffic to their website and acquire more clients.

Our Solution

- We collaborated with our client to understand their vision and create a design that is more visually appealing with content that are better positioned and organized to increase engagement.
- We created clear and concise call to action buttons to help increase conversions.
- We optimize the navigation so that users can access any page on the website easily and 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, Ipads, desktops or laptops.
- We optimized the web pages integrating their focus keywords, implementing better page url structure, page titles, and meta description to make their website more appealing to search engines.

Client Feedback

" Although Captivate Designs is located in New York and I live in the Caribbean, working with Nicole and her team to redesign my website for my therapy business was absolutely no challenge. I built my old website from an online template and it served me well enough. When I felt I needed a more professional presence on the web, I was concerned that I wouldn't get the exact concept I wanted. Nicole and her team were professional and easy to work with. They understood my concept even when I couldn't articulate it clearly. Nicole worked patiently and consistently with me until she was able to deliver exactly what I wanted. Seeing my concept come alive was a joy.

My business leaves me little time to attend to technical details but Captivate Designs has ensured that I have an optimized website that always comes up on top of searches. I now get most of my business through my website and clients have commented that it looks and feels warm and inviting. They easily respond to calls to action from the site.

Thanks to Captivate Designs, I have been enjoying increased income over time besides having the confidence and security of knowing that I can depend on Nicole and her team to keep my website working effectively. They go far beyond the expected! "

Noeline Husbands, MA, MA, F

Wise Counsellor's Website Before

NOELINE HUSBANDS, M.A.; M.A., FLE
COUNSELLOR & MARRIAGE AND FAMILY THERAPIST

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e-mail: noelinehusbands@hotmail.com

WISE COUNSELLOR

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... that I might know how to Speak a Word in Season to him that is Weary. Isaiah 50:4

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Wise Counsellor's Website After

Wise Counsellor
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- ☐ 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.

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