CASE STUDY

Improving Brand Presence For US Based Energy Solution Company

colorwhistle

Industry : Energy efficiency

Tools Used : WordPress, PHP

Region : United States

The Team

Project Coordinator : 1

UI / UX Designer : 1

Developer : 1

Content writer : 1

CONTENT WRITER

Here are the main requirements of the project.

- ▶ *Develop a responsive WordPress based website*
- ▶ *Craft a modern, intuitively designed website that showcased the benefits of their services*
- ▶ *Filter and display the states and cities on the map based on the service type*
- ▶ *Create content that will establish the company as a trustworthy expert*
- ▶ *Option to add/update content and images on their own*

OVERVIEW

We partnered with a US-based client who offers innovative solutions for energy efficiency. The company empowers building owners to take control of their facilities to operate more efficiently and sustainably. They develop custom strategies to make sure their clients can reduce the environmental impact of their building operations. The company wanted to have an online presence to further expand their reach and educate organizations about the energy performance of their premises.

They reached out to ColorWhistle to seek our expertise in website design, development, and content writing.

Let's take a look at how we helped this growing energy efficiency provider to make a mark in the online world.

APPROACH

Here is our approach to how we designed and developed an aesthetically pleasing website that reflected their brand and exceeded their expectations.

WEBSITE PLATFORM

As the client required a user-friendly platform and an option to easily update content on their website on a regular basis, we decided to go with WordPress platform

DOMAIN NAME REGISTRATION AND WEB HOSTING

Our client already had a domain name in mind, so we looked them up and it was available. We registered for the domain name and then bought the hosting from SiteGround

CONTENT PRODUCTION

Our writer had a call with the client to get a complete understanding of what they did and how they were different from the others in the same industry. Based on the inputs offered by the client, we produced content for all the pages we had planned to create. Revisions were also made as per the client's suggestions

WEB DESIGN

Our web designer created a design that reflected their brand needs. We also made sure that the look and feel of the design accurately aligned with the brand and appealed to their various target audiences. Even here, revisions were made as per the client's suggestions

DEVELOPMENT

Once the design was approved by the client, we kick-started the development work. We built a fully-responsive website with clear navigation, pages dedicated specifically to each location they operate, and attractive call-to-actions which provided an overall better user experience. We worked on filtering and displaying the maps for the states and cities on the service page map based on the service type. We also made the lists in the map clickable to take the users to the respective pages

CONTENT POPULATION

Next, we added all the content we created into the WordPress Content Management System (CMS). We also made sure that the content population was done accurately with proper formatting

TESTING AND DELIVERY

From checking every form, site speed, browser compatibility, to spell check, we did a thorough testing to find out if the site had any errors. Post the testing, we submitted the final version of the website for review to the client. Once they were happy with the outcome, we set the launch date and moved the website to live

RESULT

On the whole, we delivered a completely interactive and mobile-friendly website. Soon after the website was moved to live, they were able to get a good amount of traction. The website also helped the users to look for information in one central location. Additionally, we built the website in a way where it can accommodate new functionalities as needed.

Here are some things they experienced once the website was made live.

▶ *Engaging content helped to grab the attention of their target audience*

▶ *WordPress CMS helped the client to easily use and manage the website*

▶ *Maps in every state page helped users to identify the cities in which they operate*

▶ *Client quickly observed significant changes to their online presence*

▶ *Improved navigation provided a more enjoyable overall user experience*

▶ *Users were able to easily find relevant information*

Being the top WordPress web development company in India, ColorWhistle can provide a wide array of solutions for SME's and large corporations in any niche. Our team of professional designers and developers use the latest technologies to create websites that help businesses to improve their customer reach. With our quality content writing services, we can help you establish your business as an expert and differentiate you from competitors.

If you need any help with website development and content writing, get in touch or call us at +1 (919) 234-5140. We look forward to establishing a strong online presence that will pave a path for your success.

As one of the top providers of marketing automation solutions, ColorWhistle can create, strategize, automate and execute your marketing campaigns . From integrating a third party tools to website development, we can create effective solutions that will cater to your business challenges and goals.
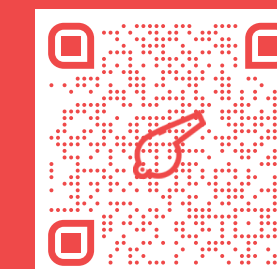
If you need any help with website designing, website development to digital marketing for any business get in touch or call us at +1 (919) 234-5140. We are happy to partner with you.

Alright, sounds like a plan!

Let's go!!

AUTHOR

SANKAR

Founder, ColorWhistle