

WordPress Website for an Electricity and Natural Gas Provider

CASE STUDY



Industry : Natural gas and energy

Region : USA

Technology Used : WordPress



The Team

Project Coordinator : 1

UI/UX Designer : 1

Developer : 1

Content Writer : 1

REQUIREMENT

Our team wanted a solid understanding of their business goals and how a website can help them achieve those goals. We had an elaborate discussion with the client to understand the purpose of the site, what they hope to accomplish by building one, determine their target audience, and get an idea of the type of information their audience will look for.

Post the discussion, here's what they expected.

- ▶ *Design and develop a mobile-friendly WordPress based website*
- ▶ *Create separate pages for every state in which they offered their service*
- ▶ *Craft attention-grabbing user-friendly content*
- ▶ *Simplify and optimize content updates and website management*
- ▶ *User must be able to request for a quote using the form and select their requirements like gas or electricity for their residential or commercial place*
- ▶ *Dynamic maps that display the services provided in a particular state*

OVERVIEW

We got an opportunity to work with a US-based electricity and natural gas provider for both residential and commercial purposes. Even though they were in business for only a few years, the company was fast-growing and earned a name as a provider of competitive electricity and natural gas plans. With the explosion of the internet and heavy competition growing in the industry, the company wanted to have an online presence. They also did not want to lose out on potential sales and loyal customers.

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

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

APPROACH

Here is our approach and how we developed the website from scratch to drive the business towards its vision.

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 for the company's website

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

We followed a collaborative approach for content production because no one understands the business better than the client. As per their requirement, we created the content for the entire website including the state pages.

DESIGN

By keeping the target audience in mind, we created a design to strengthen the identity of the company. We submitted the mockups to the client. Post the submission, the client requested a few changes. Our designers tweaked the design based on their remarks to match the site based on their needs and taste.

DEVELOPMENT

After the design approval, we started with the development work. We took the created assets such as design and turned it into a fully functioning website. Our developers also created interactive contact forms and the dynamic maps as per the client's request.

CONTENT POPULATION

In this phase, we populated the content into the WordPress Content Management System (CMS) and filled the pages with high-quality copy and images. Overall, we styled it to give a perfect look



TESTING AND DELIVERY

From speed testing to ensuring if the site can be viewed properly in the most recent browser version, we tested and detected any technical issues before the launch. We also made some changes as per the feedback by the client. After completing the testing, we launched the website.

RESULT

Together, we delivered a website that portrayed our client as a professional, credible, and trustworthy gas and energy service provider. The modern, full-width design is completely mobile-responsive and facilitates selecting requirements on any device. With enhanced inner pages, the website has now become a powerful asset for showcasing their expertise and capabilities.

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

- ▶ *Content targeted to the unique needs of the audience*
- ▶ *Dynamic map view helped the users to easily locate the services in the various states*
- ▶ *Custom graphics added in the web design helped to communicate subtle details*
- ▶ *Personalized user experience on location pages*
- ▶ *User-friendly and responsive design makes it easier for users to find information and inquire for more*
- ▶ *Interactive contact form for requesting a quote helped users to easily select their requirement*

ColorWhistle offers the best WordPress website development services and content writing services. We craft custom WordPress websites that engage smoothly with your customers, boost online presence and credibility, and improve reach. Also, with our quality content, we can help to best represent your brand or services in the online space.

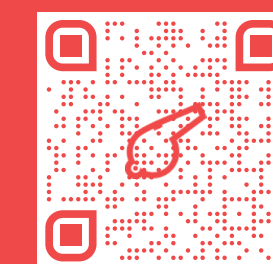
If you need any help with website development and content writing, do not hesitate to get in touch or call us at **+1 (919) 234-5140**. We look forward to showcasing your expertise and capabilities to the online world and get real results.

Alright, sounds like a plan!

Let's go!!



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