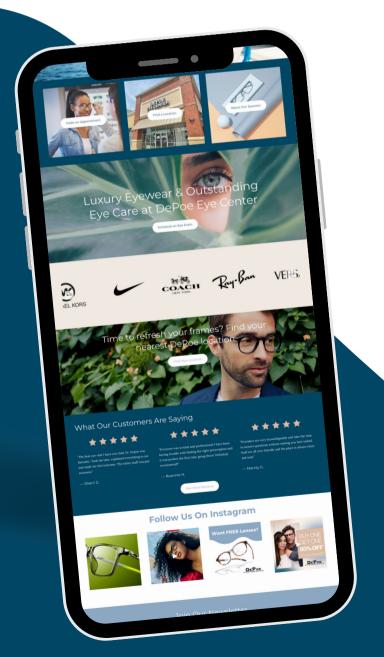
Website + Rebranding CLIENT CASE STUDY

A look at rebranding and rebuilding our client's website





of the our client's webship of siuh



to this





The Task

Our client was in need of a digital presence overhaul, starting with a new website.

The new site needed to have better functionality, a modern design, and an easier way to make appointments. The primary objective was to build and rebrand the site so that it clearly depicts who they are and the high level of service they provide for their patients.

The Solution

A total design overhaul focusing on updated branding and a better user-experience.

We began by creating a brand kit with a fresh new color palette to use as the foundation for the design. We built the website from the ground up using eye-catching imagery that highlighted the brand's new style while focusing on their target demographic. We kept ease of use at the forefront of the design process, leading to a more intuitive way to navigate the site. The end result is a site that reflects the brand's new look with a better user-experience.



Before & After | The Homepage

Information Overload

There was a lot of information, but too much text can be overwhelming to take in. It was difficult to find where to make an appointment.

Clean & Easy to Navigate

We replaced wordy paragraphs with more visual elements and concise calls to action to improve userexperience.



Locations
Stockbridge | McDonough | Griffin |
Macon | Jonesboro | Fayetteville |
Atlanta | Dallas | Direct Optical

Promotion
See our most recent offers!

Our patient forms are available online so they can be completed in the convenience of your own home

Welcome to DePoe Eye Center

Regular eye exams are essential to maintain a high quality of life. If you live in McDonough, Columbus, Griffin, Macon, Jonesboro, Fayetteville, Stockbridge, or the Atlanta area, the optometry professionals at DePoe Eye Center are ready to assist you. Our optometrist has years of experience providing residents of greater Atlanta with reliable eye care services.

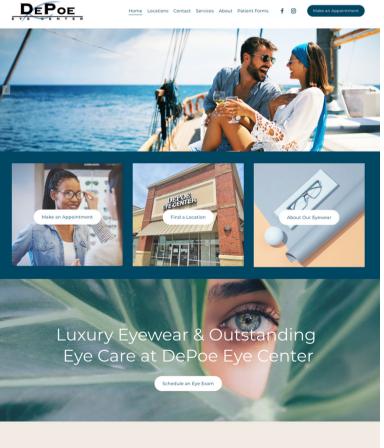
Who We Ar

DePoe Eye Center is run by Drs. Adam and Laura DePoe, two highly skilled optometrists with years of collective experience in the field. Dr. Adam, Dr. Laura, and our optometry team offer comprehensive eye care services and state of the art eyewear. We make it easy to address all of your vision needs in one location.

What We Do

At DePoe Eye Center, comprehensive vision and eye health exams are a priority. These exams test your visual clarity, eye-focus, and eye teaming. We will work to identify and address any refractive errors you are experiencing. We make use of the latest ophthalmic equipment for determining your corrective lens prescription to ensure your eyes remain healthy and your vision remains clear.

In addition to visual acuity, we test your eyes for diseases and conditions like macular degeneration, glaucoma, and cataracts that can impair your vision. Many of these diseases are not easily detectable until the latter stages, and at this point vision loss may be





VERS,

Before & After | Locations Page

No Location Images

The previous Locations page did not have images of the locations so you didn't know what to expect when visiting. It also lacked individual location pages with important information like their individual hours of operation or customer reviews.

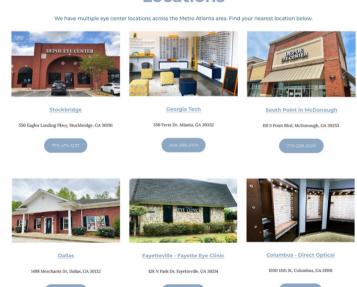
Choose Location Stockbridge 550 Engles Landing Pkwy Stockbridge, GA 30381 Phone: 770-474-1237 Fax: 770-4

Highly Visual & Useful Info

Each location is listed with an image, making it easy to find at a glance. You can call your location at the press of a button, or click the location name to access the local landing page with more information, including individual location hours, maps, and reviews.



Locations





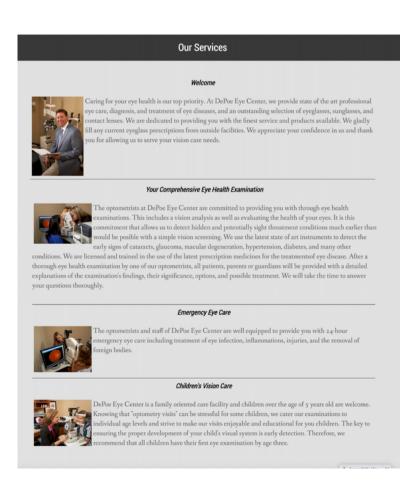
Before & After | Services Page

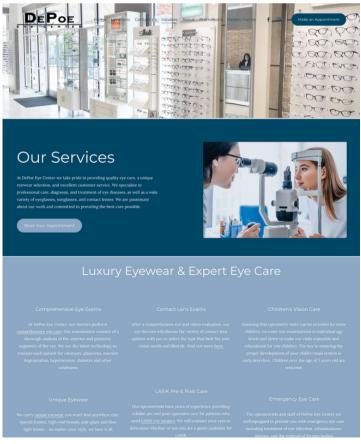
Text Heavy & Required a lot of Scrolling

The Services page was very text-heavy and didn't highlight their services in a way that felt natural to the eye. It required you to scroll down the page to see everything.

Better Use of Space

Includes a brief overview of their services, followed by a list of the services sectioned into easy-to-read blurbs. You can see everything at once, while maintaining important keywords for SEO purposes.







Additional Improvements



Visually More Impactful

The previous site was primarily grey-scale, with mostly black and white imagery, so we wanted the new one to feel bright, colorful, and inviting. We used vibrant lifestyle imagery and incorporated the new brand colors throughout.



Optimized for Mobile

The previous site was built for desktop use and was difficult to navigate on mobile. The new site was built with mobile use at the forefront of the design process to ensure it looks just as good on your phone as on your computer.



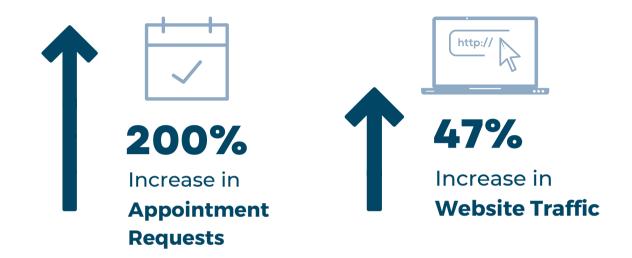
Better Represents the Client's Brand & Level of Expertise

Our client stands out in their industry based on their excellent customer service and impeccable reputation. The new site better highlights the level of service their patients can expect and instills a sense of confidence and legitimacy to their business.

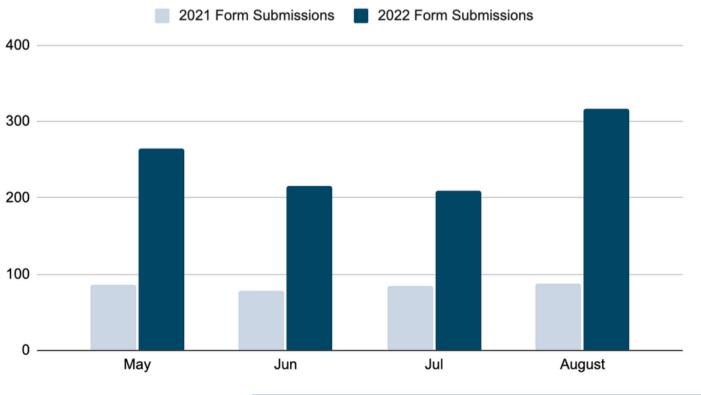


The Results Q2 2021 vs Q2 2022

An overall **increase** in both appointment requests and website traffic.



Appointment Request Form Submissions



*2021 data from iMatrix



THANK YOU

