



CASE STUDY

# Website Development

## *Illustrative Sample Case Study*

This case study illustrates how STRIVE helped a growing business enhance its digital presence with a modern, conversion-focused, and fully responsive website designed to engage visitors, build trust, and drive measurable results.



INDUSTRY

Professional Services /  
Small Business



SERVICE

Website  
Development



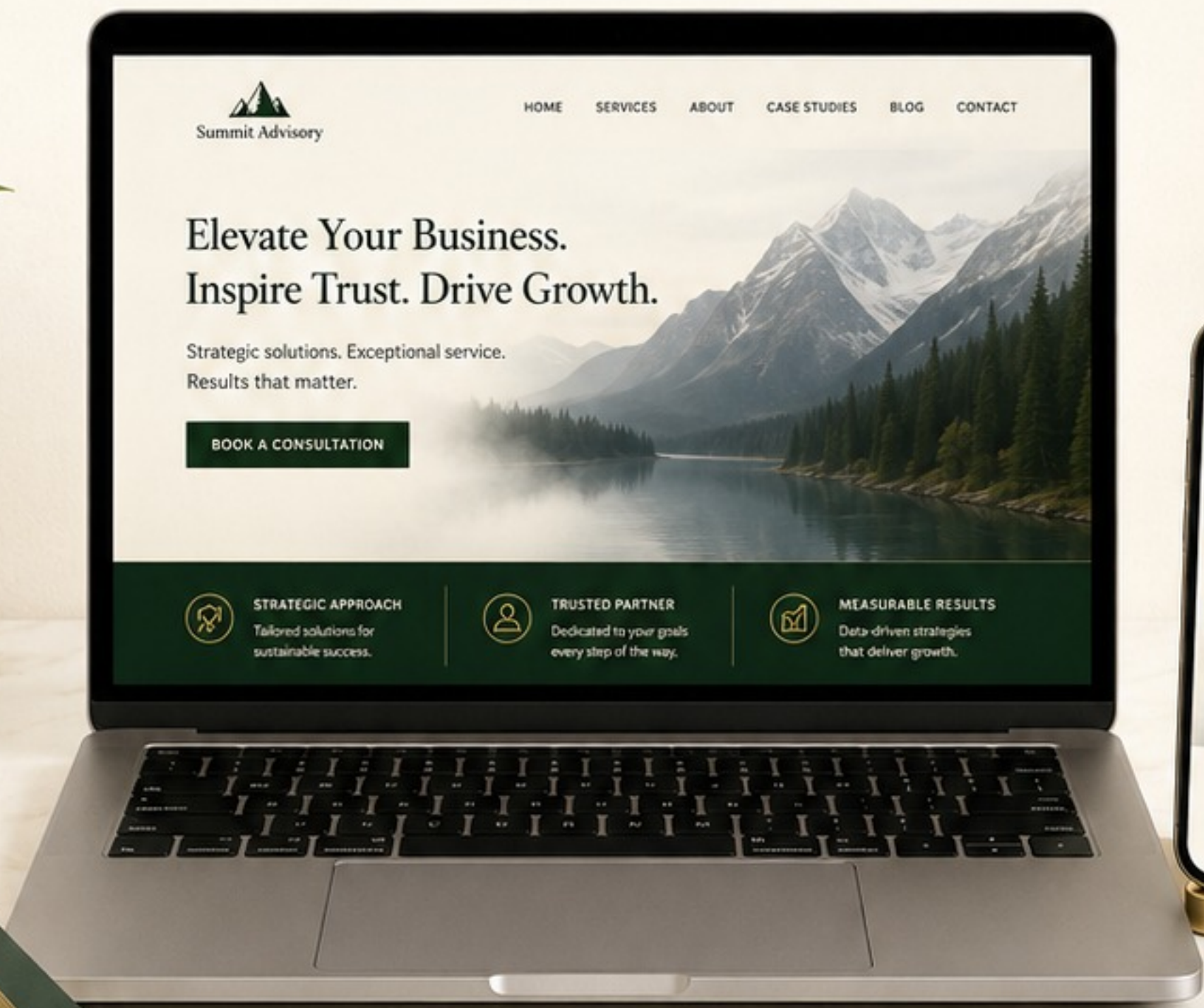
TIMELINE

6 Weeks



TOOLS

WordPress, Elementor,  
Figma, Google Analytics







## CASE STUDY

# Client Overview

## *Business context at a glance*

STRIVE is a growing professional services business that partnered with us to strengthen its digital presence, communicate its value more clearly, and convert visitors into clients. The goal was to create a modern, trusted, and high-performing website experience across all devices.



### BUSINESS TYPE

Consulting /  
Professional Services



### TARGET AUDIENCE

Small business owners  
and decision-makers



### WEBSITE TYPE

Service-based  
business website



### MAIN GOAL

More trust, inquiries,  
and visibility



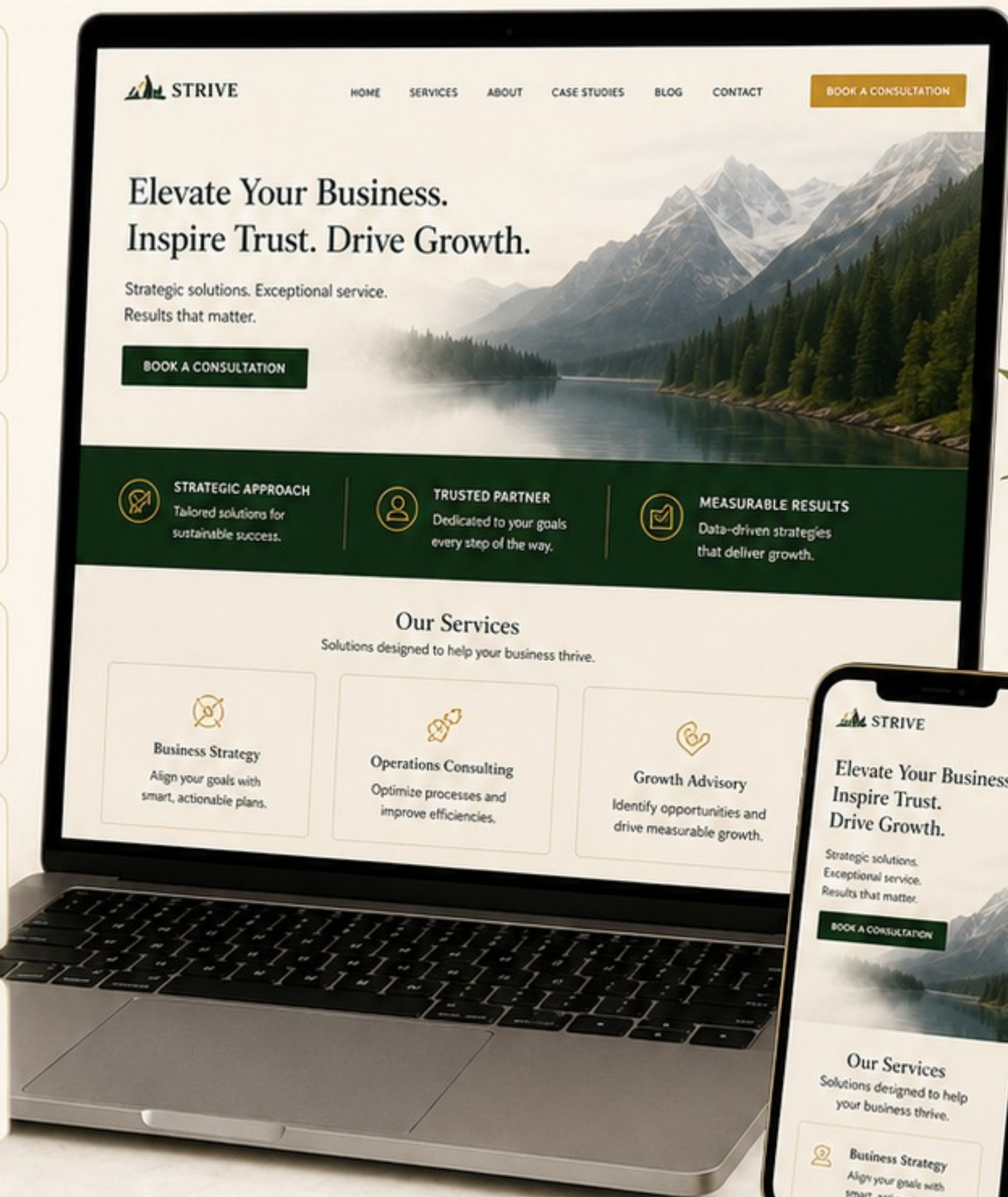
### PLATFORM

WordPress + Elementor



### FOCUS AREAS

Homepage, services,  
about, contact, mobile UX







## CASE STUDY

# Client Challenge

## *What needed to improve*

Before STRIVE, the client's online presence was outdated, inconsistent, and not built with conversions in mind. The website lacked the structure, clarity, and trust signals needed to turn visitors into loyal customers.



01

### Outdated visual design

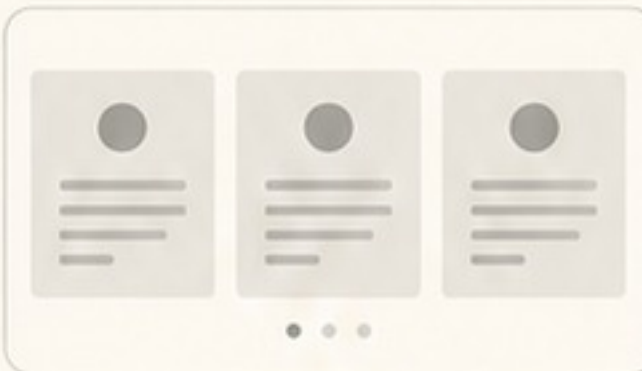


The design looked dated and didn't reflect the professionalism or credibility of the business.



02

### No clear service structure

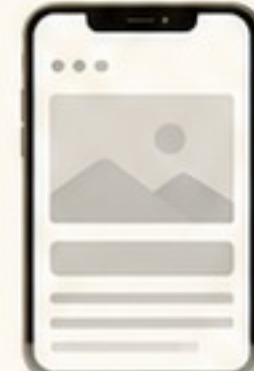


Services were not clearly organized, making it hard for visitors to understand the offer.



03

### Weak mobile responsiveness



The site didn't adapt well to mobile screens, creating friction for users on the go.



04

### Slow or cluttered user journey



Users had to click around too much, with no clear path to take action.



05

### Limited trust-building sections



Missing testimonials, certifications, or case results made it harder to build trust and confidence.



06

### Poor inquiry / contact experience



The contact process was unclear and discouraged potential inquiries.



These challenges reduced credibility, limited user engagement, and significantly impacted inquiry potential.







## CASE STUDY

# Goals & Priorities

### *What needed to improve*

The goal was to build a dependable, professional website system that improves clarity, builds trust, enhances usability, and drives more qualified inquiries for sustainable business growth.



1. Build a clean modern brand presence



2. Organize a clear page structure



3. Improve user navigation and flow



4. Strengthen trust and credibility



5. Make inquiries easier



6. Improve mobile experience

#### PRIORITY MATRIX



##### Quick Wins

High impact, low effort improvements.



##### Major Projects

High impact, higher effort initiatives.



##### Fill-Ins

Medium impact, medium effort tasks.



##### Low Priority

Low impact, low effort items.

#### PRIORITY FOCUS CHECKLIST

- |   |                                     |        |
|---|-------------------------------------|--------|
| 1 | Build a clean modern brand presence | HIGH   |
| 2 | Organize a clear page structure     | HIGH   |
| 3 | Improve user navigation and flow    | HIGH   |
| 4 | Strengthen trust and credibility    | HIGH   |
| 5 | Make inquiries easier               | MEDIUM |
| 6 | Improve mobile experience           | MEDIUM |



*Clear goals create direction. A focused website strategy turns visitors into trusting clients and drives measurable results.*







## CASE STUDY

# STRIVE Solution

## *How the workflow was improved*

STRIVE designed a practical website development workflow focused on structure, branding, responsive design, and conversion-focused content—delivering a website that builds trust and drives measurable results.



### 1. Sitemap and page planning

Defined key pages and user flow to ensure clarity, navigation, and SEO readiness.



### 2. Wireframe structure

Created clean wireframes to map content hierarchy and user experience before design.



### 3. Visual brand styling

Applied STRIVE's brand identity with a refined color palette, typography, and premium visual elements.



### 4. Responsive page design

Designed fully responsive pages for seamless performance across all devices.



### 5. Conversion-focused content sections

Crafted clear, benefit-driven sections with strong calls-to-action to turn visitors into leads.



### 6. Contact and inquiry optimization

Simplified contact flow with a visible form and trust-building elements to encourage action.



PLAN



STRUCTURE



DESIGN



BUILD



LAUNCH





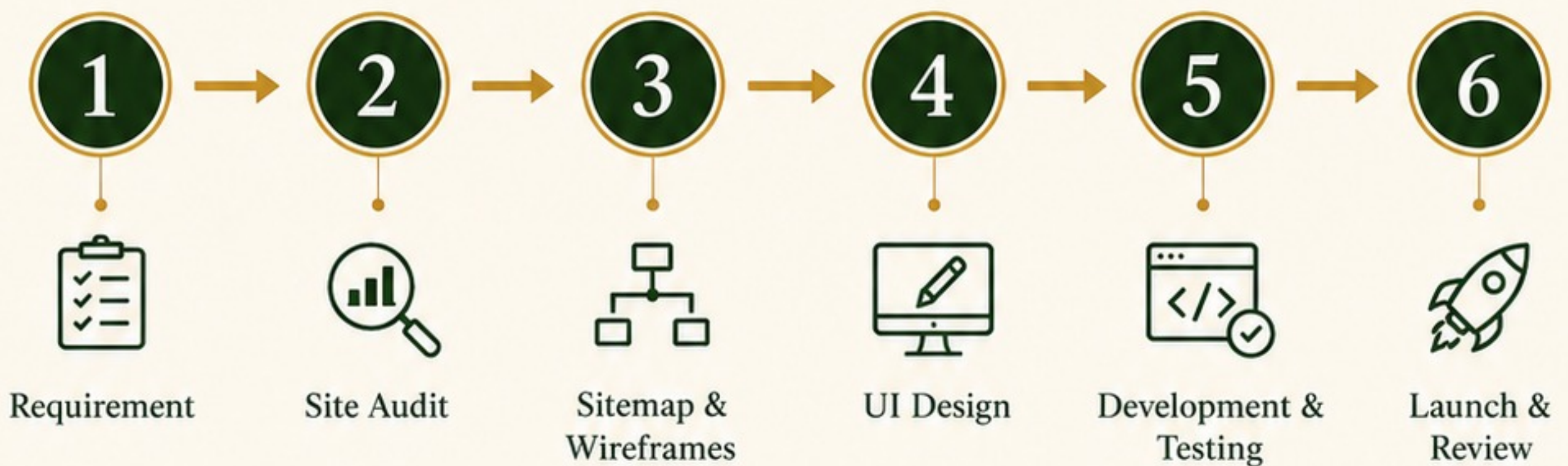


## CASE STUDY

# Work Process

## *From requirement to final delivery*

At STRIVE, we follow a structured website development process that ensures every project is strategically planned, collaboratively built, thoroughly tested, and successfully launched. Our proven approach helps deliver websites that are not only visually appealing but also high-performing and growth-focused.



*We transform scattered website ideas into a structured, measurable, and impactful digital experience.*



### STAY ORGANIZED



We keep every step well-documented and transparent, ensuring smooth collaboration and no missed details at any stage.



### IMPROVE USABILITY



We design with your users in mind, creating intuitive layouts and seamless experiences that drive engagement and results.



### ENSURE READY-TO-LAUNCH OUTPUTS



We deliver tested, responsive, and optimized websites that are fully prepared to perform from day one.







## CASE STUDY

# Deliverables

## Project outputs

All outputs were delivered in a clear, organized, client-ready format.

01

### Sitemap

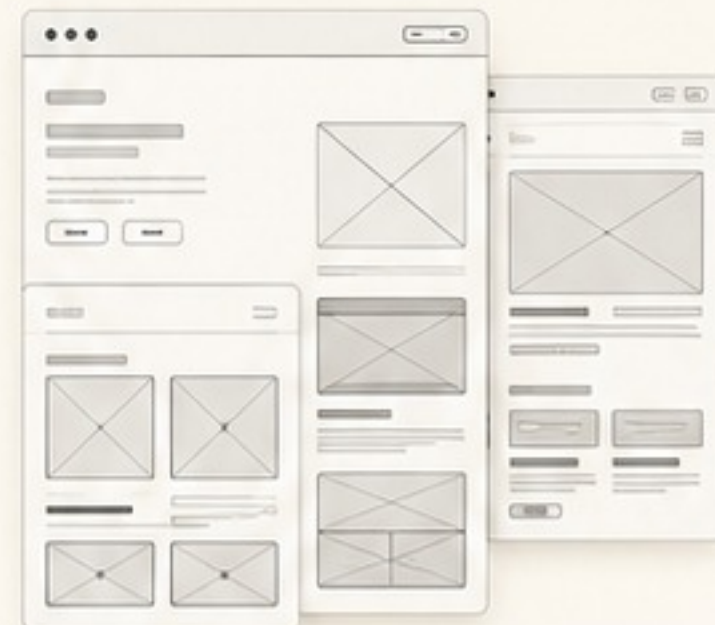
A clear site structure designed to guide users and support smooth navigation.



02

### Wireframe Set

Low-fidelity wireframes outlining layout, content placement, and user flow.



03

### Homepage Design

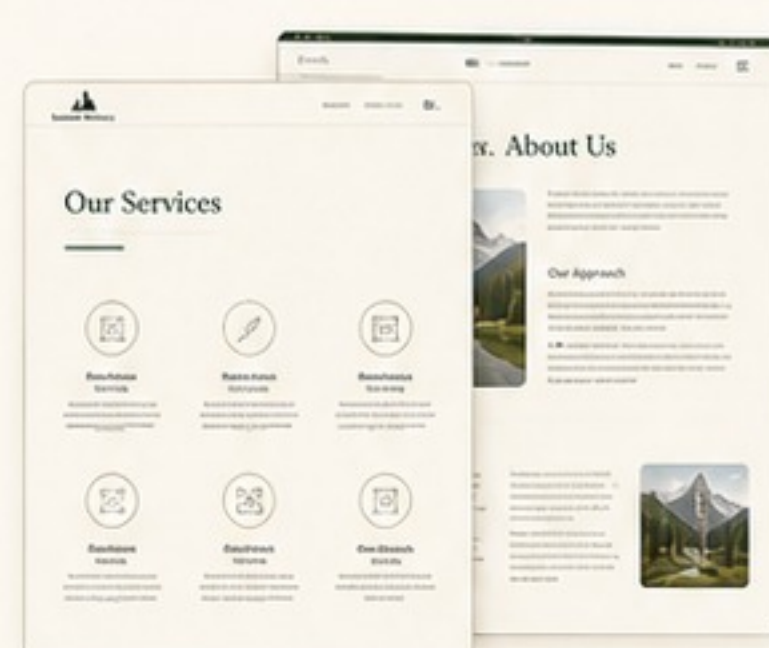
A modern, conversion-focused homepage designed to engage visitors and build trust instantly.



04

### Inner Pages Design

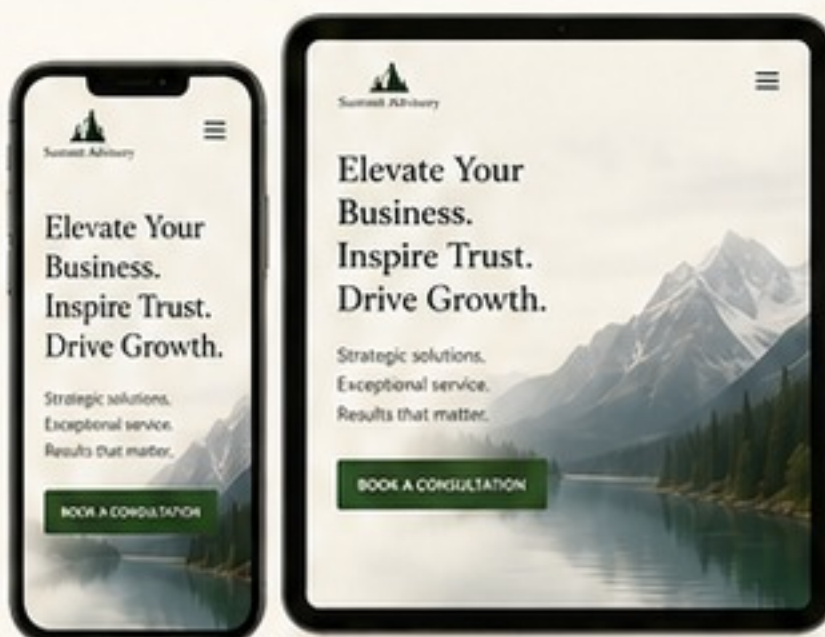
Professionally designed inner pages that inform, build credibility, and drive action.



05

### Mobile Responsive Layout

Fully responsive design ensuring a seamless experience across all devices.



06

### Handover Notes

Complete documentation and notes to ensure a smooth handover and easy future management.



*Delivered with care, handed over with confidence—  
ready for a better website experience.*







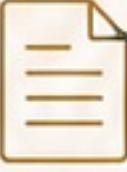
— CASE STUDY —

# Before & After

## *How the process changed*



Before STRIVE, the business had inconsistent brand visuals and a less polished presentation. After implementation, the visual system became clearer, more professional, and more consistent — helping the brand communicate with greater confidence.

| BEFORE                                                                              |                               | AFTER |                                                                                                                         |
|-------------------------------------------------------------------------------------|-------------------------------|-------|-------------------------------------------------------------------------------------------------------------------------|
|  | inconsistent visual style     | →     |  cohesive brand identity           |
|  | unclear logo use              | →     |  structured logo application       |
|  | mixed colors and fonts        | →     |  clear color and typography system |
|  | unpolished marketing assets   | →     |  premium branded materials         |
|  | scattered social presentation | →     |  consistent social media templates |



*This transformation didn't just improve the look — it improved clarity, consistency, and brand trust at every touchpoint.*







## CASE STUDY

# Business Outcomes

*Results demonstrated by this illustrative project*

The new website workflow brought clarity, usability, presentation, and conversion-readiness together in one cohesive experience. Each improvement was designed to help the business communicate its value more effectively and turn visitors into qualified inquiries.



### 1. Better brand presentation



A modern, professional design that reflects credibility and strengthens brand perception.



### 2. Clearer website structure



Logical page flow and intuitive navigation help visitors find information with ease.



### 3. Improved mobile usability



Mobile-optimized layout ensures a smooth experience across all devices and screen sizes.



### 4. Stronger trust sections



Dedicated areas for credibility elements help build confidence and reduce hesitation.



### 5. Easier inquiry flow



Simplified calls-to-action and streamlined forms make it easier for visitors to take the next step.



### 6. Professional digital presence



A polished, cohesive website positions the business as reliable, established, and future-ready.



These outcomes work together to create a website that not only looks exceptional but also supports measurable growth.

*Clearer communication. Stronger trust.  
Better results.*





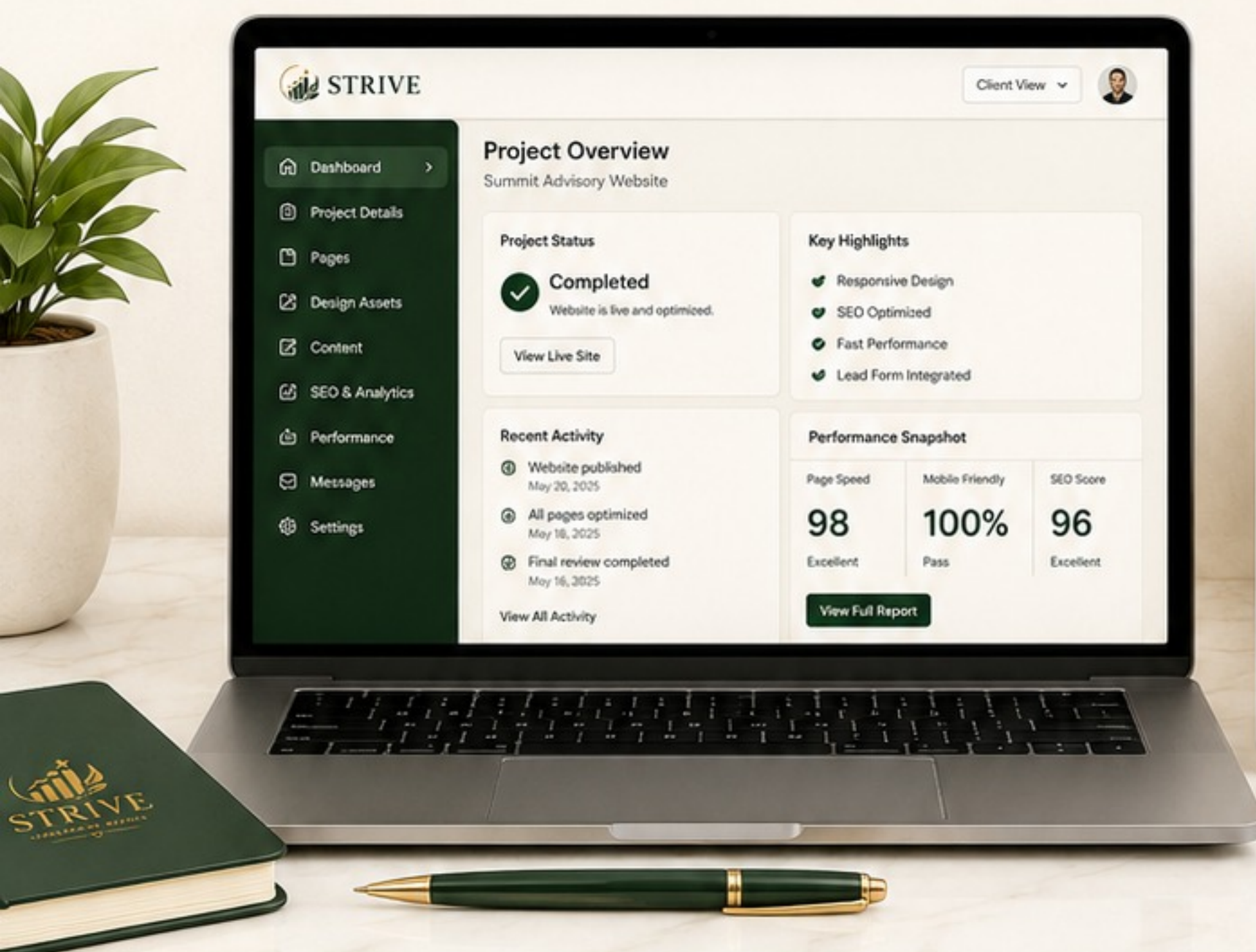


## CASE STUDY

# Need a Similar Solution?

*Let's build a website workflow that works for you*

STRIVE designs tailored website solutions that help businesses present services clearly, improve user trust, and create a smoother inquiry journey from first visit to final action.



## READY TO TRANSFORM YOUR WEBSITE PRESENCE?



Share your current website problem



We assess and recommend the best structure



Focus on your business while we build the website flow

START YOUR PROJECT >

REQUEST CUSTOM QUOTE >

