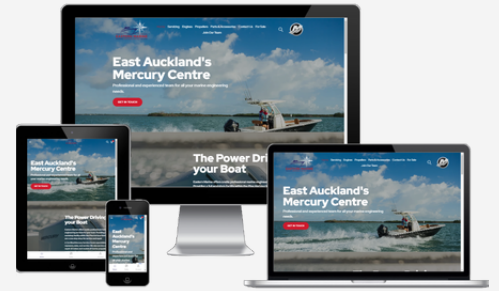


Case Study

Eastern Marine

Background

Eastern Marine, a well-established business under new ownership, partnered with us three years ago to develop a modern website tailored to their evolving needs. Initially, the goal was to create a platform that showcased their services and reflected their brand's fresh vision. As their business grew, the need for a more dynamic and future-proof website became clear.



Project Objectives

- Enhance the existing website's design and functionality to better represent both products and services.
- Prepare the platform for future eCommerce integration.
- Improve user experience (UX) and site performance, including load speeds.
- Implement a Content Management System (CMS).

Our Approach

1. Website Reskinning

- a. We gave the site a visual refresh, ensuring the design aligned with Eastern Marine's branding while delivering a clean, modern aesthetic.
- b. Updated layouts improved navigation and highlighted both products and services effectively.

2. Technology Upgrade

- a. Migrated the site to a new CMS, making it simpler for the Eastern Marine team to upload and manage content without technical expertise.
- b. Optimised the backend infrastructure to enable seamless eCommerce integration when the business is ready to expand into online sales.

3. User Experience Improvements

- a. Improved site load speeds
- b. Designed a mobile-responsive layout
- c. Created intuitive navigation menus to make it easier for visitors to explore services and product offerings.
- d. Incorporated calls-to-action (CTAs) strategically across the site to drive inquiries and engagement.

Results

The revamped website has positioned Eastern Marine to adapt to their growing needs while delivering an excellent user experience today. Key outcomes include:

- **Future-Ready Framework:** The site's eCommerce-ready architecture ensures a smooth transition when Eastern Marine launches online sales.
- **Improved Performance:** Faster load times and responsive design significantly enhanced user satisfaction and engagement.
- **Empowered Team:** The intuitive CMS has enabled the Eastern Marine team to take control of their content updates, reducing reliance on external support.
- **Business Growth Support:** The updated platform better showcases their expanded offerings, helping drive inquiries and establish a stronger online presence.

Conclusion

Eastern Marine's website transformation demonstrates how strategic updates can support immediate business goals while preparing for future growth. By blending sleek design, modern technology, and user-centric features, we've delivered a platform that grows with their business and enhances their customers' experience.