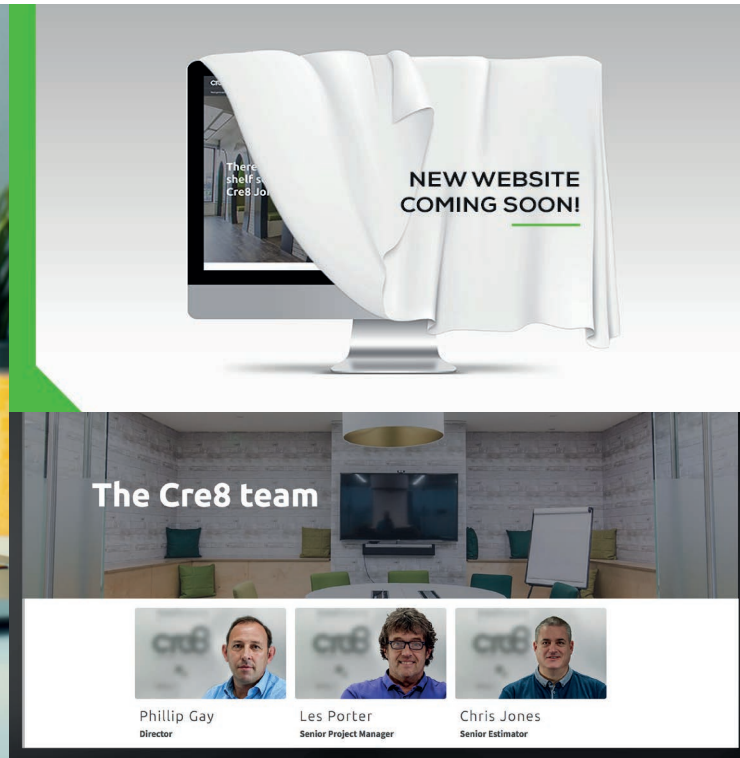
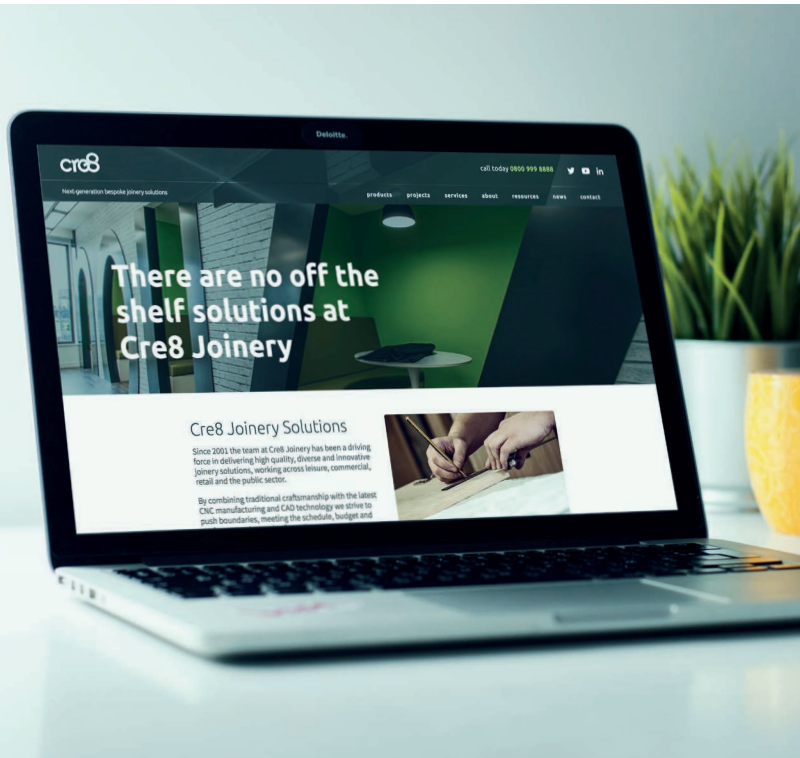


# 04. BEST USE OF WEBSITE



## Cre8 Joinery Solutions Cre8ing something special

Within a period of just four months, Harris created a sleek, clean website to showcase the best of Cre8 Joinery Solutions' work to increase brand awareness among new and existing clients and generate new business as the company continues to grow.

The old website was out-dated and static so wasn't utilised as part of the tendering process. Since the website launched, there has been an increase in page views of 107.56 per cent plus 58.91 per cent more visitors to the site from last year at the same time, resulting in an increase in enquiries and new business secured.

The site's striking colour scheme reflects the creative nature of Cre8. The image-led design highlights its bespoke project portfolio and the layout is as intuitive and easy to navigate as possible.

Understanding Cre8's core target demographic and key messages; quality, craftsmanship, bespoke design and attention to detail, shaped the content. The combination of surveys with key clients and Cre8 personnel, together with in-depth Google Analytics research, ensured the new website would perform as specified. Designed to comply with new GDPR rules from the outset and with the flexibility to be regularly updated, the website will stand the test of time.