



Web Case Study for GallantChiro.com

Background:

Dr. Gallant of Gallant Chiropractic built his site on Wix.com and felt that it was lacking traffic and he was not getting any business from his existing website. Dr. Gallant wanted a more engaging site that offered more information about his practice, pictures of his new office, location and contact information, as well as a contact form to assist potential in gaining more information. Dr. Gallant also wanted a website that is easy to navigate.

Issues/Problems:

This website will address the above points of concern in the following ways:

- Create a more visually appealing landing page,
- Add a navigation bar,
- Create a page for his pictures and his new commercial,
- Provide mapped location information that also has his hours of operation.
- Create an “about” page that will talk about Dr. Gallant’s credentials and his practice
- Build a contact form

Process/Actions/Decisions:

I started by looking at the existing website and asking the client what he liked about his current website. He liked some of the stock imagery he found and asked me to keep some of it until he could potentially replace it. Also, he liked having his facebook page linked on the page.

Next, I sent the client a client survey to gather all of his details. This survey included questions about his target audience, color schemes, etc. After the client filled out the survey, I took all of that information, as well as some of his requests and put together some basic wireframes and a mockup of his homepage.

This was important because he didn't have a company logo, so on this homepage, I experimented with several logo options for him. We went through several color options, as well as designs.

Once that was done, I got down to the coding aspect of the process. I had a template from a previous project that he saw and liked, and asked me to base his site loosely on that design. Luckily for me, it was a matter of changing the CSS, images and some of the information.

After I had the basic layout of the project completed, I asked the client to review the work and let me know if there were any changes that he would like. I took a chance and used a video on the homepage that I thought he would like, but he asked me to change it back to the original video, as he felt that the one I chose was a bit dark.

He liked the overall design, and gave me the green light to continue developing his site.

As stated above, the client had a Wix.com site, which is great for someone who does not know how to build a website. The downside is that Wix doesn't allow you to write your own code, and forces you to use their templates. Because of this, the client needed to get a new hosting company.

I use DreamHost (DH) because that is who I use. Also, DH is much more affordable than Wix and allows the client to set up an email address for his site, whereas Wix charges extra for this service.

I offered to bring his site onto my server space for now until he can spend time learning more about DH and make a decision on who to use as a hosting service.

Once deployed, I implemented several Google SEO recommendations to improve the Website's standing on Google Search.

Work:

To complete this work, I used the following tools and resources:

Brackets

Photoshop

FileZilla

Coverr.co
GoogleDocs

Results:

Since deploying the client's website, his site has gone from not being included in Google Search, to being on page 27, and has now moved up to page 7. His site traffic has steadily increased by 150%. Because his business is only open three days a week, I have seen that his peaks and valleys correspond to his hours of operation.

Also, with this site, the client has advised that he has seen a slight upswing in his overall business and he attributes it to his redesigned website. Because of this, the client has asked me to maintain the website and continually lead his SEO campaign for further improve his search standings.