

Case Study: Website Redesign

Domain

www.youngmans.com

Project Overview

Younkman's original website was a compilation of three businesses using one domain name. Minimal information was provided and little had been done to update the site. The client came to Web Wise Concepts requesting some changes be made to the site to improve its overall appearance. As the client wanted to keep the three businesses, our primary focus was on developing a design that would provide continuity within the separate entities.

Project Objectives

- Incorporate three distinct businesses: Bamboo Gardens, Catering, and Motorsports
- Provide a consistent visual image
- Provide content information (both text and images) that would enhance the business image
- Utilize Search Engine optimization techniques

Recommendations

- Create a home page with a brief description and logo for each of the three businesses
- Provide continuity along with separation for the three businesses
- Create a consistent, easy-to-use navigation system
- Include a photo portfolio of landscaping
- Include scrolling images for motosports section

The Design Concept

As each business had its own colors, we used these colors to provide separation within the site. The new homepage is an entry point for all three. The colors are displayed and used consistently throughout the site. The homepage masthead is a compilation of the masthead within each section. The primary business (Bamboo Gardens) is a full website. The others (Catering and Motorsports) are one-page sites.

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There is a navigation system at the top that allows for movement through the site and the ability to go to the other businesses via the Younkman's home page. In addition, there is a bottom navigation that provides quick links [Visit Younkman's > Bamboo Gardens / Catering / Motorsports](#) to each business.

As a landscaping business, Younkman's needed to display color and give some life to the site. Web Wise Concepts incorporated landscaping images. For the motorsports page, we added a conveyor-style slideshow.



Younkman's.com original home page