

Shubhshree Increased Website Visits By 23% Through A Major Design Overhaul.



The Client

SHUBHSHREE



Key Project Features

- Custom Word Press
- UX Design
- Web Design



Company Overview

A true pioneer in the field of cement logistics that was established in 1989, and currently a trusted service provider in cement and steel logistics that renders its services to reputed clients globally.



The Challenge

Shubhshree's old website did hardly any justice to the uniqueness of its brand and its value proposition, and the load time was also slow. Their services were not clearly highlighted and the entire design lacked visual appeal. These issues became a primary reason why prospective customers were dropping out of their sales funnel which resulted in a very high bounce rate.



The Solution

Our initial step to meeting Shubhshree's needs was to develop a website for them that reflected their mission and vision from the first moment. To achieve the same, we worked closely with the client to be able to showcase a stronger site identity. The site was built on strong SEO foundations to escalate search engine traffic and drive future growth.



The Results

Our combined efforts resulted in a visually rich website that puts its unique services in the spotlight. Apart from the site now also has a much faster loading time and more user-friendly navigation, which allows users to easily find what they are looking for. With the new site in place, Subhshree saw a skyrocketing increase in visitors and conversions.