

Clyde Kitchens

Description

Clyde Kitchens Clyde Kitchens had been established on the web and in TV advertising for some time before we were hired to produce a mobile friendly conversion to a WordPress website. Following our success with the RT catalogue theme on another project, we felt it would make a cost effective solution to the new Clyde Kitchens website as much of the testing had been done.

Once we had sourced higher quality images for larger screen use, we set about producing a highly attractive working model on a development domain that allowed full testing of the popular Revolution Slider. In January of this year, it went live packed with enough redirects to maintain the very high visitor rate the domain was already enjoying. Now it is more usable for visitors on a smart phone or a tablet so the bounce rate has reduced. It was important for the client to experience a seamless transition, not only for email integrity, but also to support the substantial investment in Google Adword for the domain and the current TV advertising. Apart from some 11th hour negotiations with our hosting company to accept some premium email addresses, the project went smoothly and it has been a joy to work on. Stefan and the team at Clyde Kitchens have been very *“Forth”* coming with providing the content required and we continue to work with them on other projects and developing their range of kitchen appliances.

Before investing in a job management system, Clyde Kitchens wanted to be certain it would deliver the desired business outcome. The company decided to review the IT and solution requirements, and the changes that would be needed to its business operating model, with help from external consultants. It chose to work with Delta Digital. *“Although Delta Digital was less familiar as a business strategist than some of the other consultancies that tendered, they made us feel confident in their abilities and comfortable about working with them,”* says Stefan, whose Growth Portfolio includes Forth Kitchens, Clyde Bathrooms and several other home improvement businesses.

This confidence proved well founded: Delta Digital took Clyde Kitchens through an in-depth consultancy project that proved to be the foundation of a comprehensive transformation strategy for the whole business.

Category

1. Case Study
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