



Starkey Soft Water

Starkey Soft Water is a licensed Kinetico provider specializing in high-quality water treatment solutions for residential and commercial customers. Serving their community with expertise and reliable service, Starkey Soft Water is dedicated to improving water quality and educating customers on the value of their innovative products.

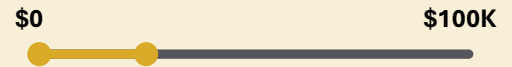
Business Challenge

Starkey Soft Water wanted to maintain a strong online presence to attract customers and educate them about the benefits of their water treatment systems. However, their team lacked the technical knowledge to manage and optimize their website effectively. Additionally, their existing website had become outdated, limiting its ability to engage users and meet modern expectations.

Our Solution

Imagi-tech stepped in with our Website Partnership Package, providing Starkey Soft Water with monthly site maintenance, performance tracking, and actionable improvement recommendations. Recognizing the limitations of their aging website, we also recommended and executed a comprehensive redesign to modernize their online presence. The new design emphasized user-friendly navigation, contemporary aesthetics, and mobile responsiveness. We further supported their goals with regular updates, progressive enhancements, and monthly social media posts to connect with their community and educate potential customers.

Budget



Services

- Website Partnership Package
- Web Development & SEO
- Analytics Insights

About Imagi-tech

At Imagi-tech, we're a team of passionate developers and designers dedicated to helping businesses grow. From smart web apps to custom software, we solve real challenges with solutions that make a difference. With years of experience in creating user-friendly designs, building websites, and driving e-commerce success, we focus on what works best for you. Let's build something extraordinary together.

Results

Our collaboration delivered measurable improvements and lasting value:

- **Actionable Insights**
Monthly reports tracked SEO rankings, site traffic, and performance, providing Starkey Soft Water with clear visibility into how their site was being used.
- **Continuous Enhancements**
Ongoing updates and refinements created a smoother and more engaging experience for desktop and mobile users alike.
- **Community Engagement**
Monthly social media posts helped the company maintain a strong online presence while educating their audience about the benefits of their products.
- **Dedicated Expert Support**
Starkey Soft Water benefited from a team of professionals who provided consistent guidance and adjustments to ensure the website remained functional, relevant, and effective.

Complete Website Redesign

What would normally constitute a standalone project, we were able to execute overtime as a part of the partnership package. The redesign brought a modern, mobile-friendly look to the site, aligning with current web trends. It also focused on delivering educational content in a clear, digestible format to inform and engage users. An improved navigation system simplified site use, ensuring visitors could easily find the information they needed. This comprehensive rebuild demonstrated the value of integrating data-driven decision-making into the design process, resulting in a website that served both business goals and user needs.

