



Water Doctors International, Inc.

Water Doctors International, Inc. is a team of highly qualified service technicians across the USA serving automotive dealers, independent shops, and the general public alike. In 2019, Water Doctors International, Inc. offers services in 23 different states with a collection of 16 franchisees and 15 sub-contractors.

Business Challenge

While undergoing an acquisition, the new owners of Water Doctors decided they want to update the website they currently presented with. The old site was a desktop responsive site, but did not react fully with mobile, creating a difficult experience. The styling of the old site was very outdated, looking like a traditional html site, and unfitting of the 2019 online marketplace.

Our Solution

We rebuilt the Water Doctors website from the ground up on a responsive and SEO integrated web platform, allowing for a more modern site to be readily built and managed. We rehailed the general visual design of the site, carrying over the branding of the logo in a more consistent and appealing way to give the site a fresh feel. Water Doctors hopes to convert traffic to partnerships with car dealerships, so we worked together to make copy and user flow target and appeal to that market.

Budget



Services

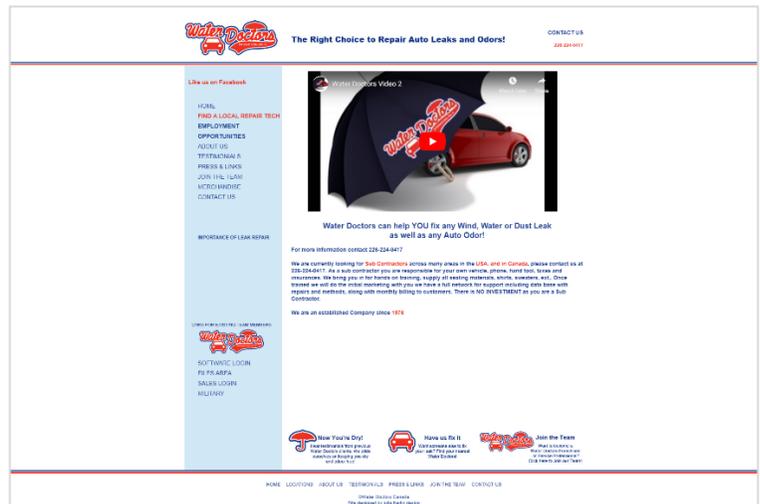
- UI/UX Design
- Responsive Wordpress Site
- SEO & Web Maintenance

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.

Result

Old Website: Big empty white space, laid out like an old html website, branding wasn't entirely consistent. Extra pages that don't pertain to the business itself and information on what Water Doctors do wasn't entirely accessible.



New Website: Modern styling, parallaxing backgrounds to create visual interest, and guided experience to direct users towards information more efficiently. Call to actions to attract attention and consistent branding pulled throughout the website for a cohesive experience.

