



GULF TILE & CABINETRY

Gulftile.com

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Gulf Tile and Cabinetry needs a very strong internet presence because they invest heavily in radio ads, specialized magazines and sometimes TV. Consequentially the website gets a lot of direct visitors exploring the company so they need it to enhance the credibility of their quality of products and design services.

The old website looked acceptable but it was very hard for visitors to find what they needed.

The company has many products and services in addition to several channels they market to including retail, commercial contractors, designers and architects. Many areas of the site were buried deep within the antiquated menu structure. The old site also had many pages with thin content (not enough information), remnants from an old search engine optimization technique of creating a large site with no regard for quality.

The site redesign incorporate these strategies:

- **Easy Navigation** – This company is perfect for utilization of the **Uber Menu** wordpress plugin. Hovering over an item on the menu opens an expansive dropdown where we can list all products in well-organized columns and categories. Now a visitor can quickly scan the entire list of Gulf Tile's offerings at one time.
- **Conversion Architecture** – Nobody is going to buy tile on the website, so the most important goal is to turn visitors into customers by getting them in a store. We have a store tour for each location in Bradenton, Largo and Tampa as well as individual pages with directions and a map for directions. For kitchen and bath remodeling, we urge those visitors to view the past projects case study section and the **"Design Consultation"** page to learn about the incredible services Gulf Tile & Cabinetry offer. The have plenty of opportunity to fill out a contact form or call for an appointment with a designer.
- **Project Area** – The best way to prove you can perform for a customer is to show how you have done it in the past for others. The **project area** showcases some of Gulf Tile & Cabinetry's best results and can be constantly updated as more projects are completed to keep the website dynamic.



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