



PARADISE, INC.

paradisefruitco.com

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Importance of a Great Design

Access to great designers is one of the cornerstone of a successful internet marketing company. This design has been very effective since the moment it came off the designer's computer. The ability to convey necessary feelings and emotions a company wants to present effortlessly marries presentation of the information any visitor seeks from the site.

We wanted this re-design to present the fun of baking for friends and family while giving visitors clear direction to fulfill their needs. Below the hero shot and a brief introduction to the company and its products, visitors can choose to view "Candied Fruit Selection", "Join the Recipe Club" or "Find the Closest Store" that carries the products.



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2017 Redesign

After developing the Paradise digital marketing strategy for several years, it became apparent we needed to improve the functionality of the website. Our content marketing and link building strategy centered around promoting guest recipe posts. Since we needed to organize the recipe section better, we moved the site to the WordPress platform. We improved the site by:

- Mobile Responsiveness for a better phone experience
- "Cleaner" home page design
- Organizing the recipes searchable by fruit type or type of baked good
- Adding promotional information about those who develop guest recipes we publish
- Better facebook integration
- Using an Uber menu for easier product selection and navigation
- Distinct unique "Home Pages" for all product lines.



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