

Website Redesign Case Study: Local Tile Distributor

Client Overview

TG1600 is a local tile distributor specializing in high-quality tile products for both residential and commercial projects. The website, located at <https://www.tg1600.com/gallery/>, showcases a diverse range of tiles, from modern designs to classic styles. Despite offering premium products and excellent customer service, the website had challenges with user experience, visual appeal, and lead generation.

Project Objectives

- 1. Enhance User Experience:**
Improve navigation to make it easier for visitors to explore tile collections and find relevant information.
- 2. Modernize Visual Design:**
Create a sleek, visually appealing design that reflects the brand's premium quality.
- 3. Boost Lead Generation:**
Implement strategies to convert more visitors into inquiries or showroom visits.
- 4. Optimize for SEO:**
Increase search engine visibility to attract more organic traffic.
- 5. Mobile Responsiveness:**
Ensure seamless browsing on all devices, particularly mobile.

Challenges Identified

- 1. Outdated Design:**
The existing website lacked a modern aesthetic, which did not align with the high-end branding of the tile gallery.
- 2. Navigation Issues:**
The menu structure and navigation system were not intuitive, making it difficult for users to locate specific tile collections or services.
- 3. Lack of Lead Capture:**
There were no prominent calls-to-action (CTAs) or forms for potential customers to request quotes or schedule consultations.
- 4. Slow Loading Times:**
High-resolution images of tile collections were not optimized, causing slow page loads, especially on mobile devices.

Solutions Implemented

- 1. Redesigned Homepage and Gallery Pages:**
 - Created a visually stunning homepage with a hero banner showcasing the latest tile collections.

- Organized the gallery into easily navigable categories with filters for style, material, and color.
- 2. **Streamlined Navigation:**
 - Implemented a sticky menu with dropdowns for quick access to products, services, and inspiration.
 - Added a search bar for users to find specific tiles or information quickly.
- 3. **Lead Generation Enhancements:**
 - Added prominent CTAs such as "Request a Quote" and "Schedule a Consultation" on every page.
 - Designed a contact form with custom fields to capture visitor information effectively.
- 4. **SEO and Content Optimization:**
 - Conducted keyword research and optimized metadata for product pages.
 - Created a blog section featuring design tips and project inspiration to attract organic traffic.
- 5. **Mobile Optimization:**
 - Designed responsive layouts and optimized image files to ensure fast load times on all devices.

Results Achieved

1. **Improved Website Traffic:**

After the redesign, organic traffic increased by 45% within three months due to improved SEO.
2. **Enhanced User Engagement:**
 - Time spent on the website increased by 60%.
 - Bounce rate dropped by 25%, indicating that visitors were exploring more pages.
3. **Higher Conversion Rates:**
 - Lead generation forms saw a 50% increase in submissions.
 - More showroom appointments were booked directly through the website.
4. **Faster Page Load Speeds:**

Average load time was reduced from 6 seconds to 2.5 seconds, improving user experience significantly.

Key Features Delivered

1. **Visual Product Gallery:**

A dynamic and filterable gallery showcasing tiles with high-resolution images and detailed descriptions.
2. **Interactive Design Tools:**

A virtual room visualizer allowing users to preview tiles in a room setting before making a purchase.
3. **Customer Reviews Section:**

Highlighting testimonials from satisfied customers to build trust and credibility.

4. **Integrated Analytics Tools:**

Added Google Analytics and heatmaps to track user behavior and identify areas for continuous improvement.

Client Testimonial

"The redesign of our website has been transformative for our business. Customers can now easily find the information they need, and our showroom appointments have doubled. The sleek design and improved functionality perfectly reflect the quality of our tiles. We couldn't be happier!"