
Web Development Case Study

Welcome Home Inspections

Introduction:

Tanya Riemann (owner/operator) started Platypi Designs Inc. in October 2002 as a web site design company. Due to the extensive requirements of its loyal clientele, in 2005 it added the Development aspect to its portfolio. Platypi Design Inc. offers a wide variety of web solutions to many different types of businesses and organizations. They work closely with clients to provide the necessary expertise and personal touch to enhance their customers presence.

Summary Case Study:

A Home Inspection company in South-western Ontario was looking at developing a web site that would explain the services and the scope of inspections they offered, as well as educate buyers/sellers on the home inspection business.

Challenges:

Welcome Home Inspections researched and developed the basic information that it wanted to present to the potential client as well as the website content. The inspection company needed a partner that could put the content in a logical form and develop a professional, easy to navigate site that also tied in with the colours and layout of print advertising already in place. Due to the nature of this business it needed a good search engine optimization partner.

Analysis:

Platypi Designs Inc. reviewed the following criteria with the client:

- What was the best format to provide education to buyers/sellers so that they could truly benefit from the web site?
- How best to create a web site that would tie into the existing promotional information that the company had been using?
- How best to create a web site that could be used for a variety of platforms?
- How best could the web site be developed to show professionalism and at the same time be user friendly (easy to navigate)?
- Due to the nature of home inspections, how could it offer a personal touch to make the viewer and potential client feel good about using this company versus another one?
- How best to optimize search engine results?

Results:

The web site has produced excellent results since inception. This home inspection company tracks how its clients found out about their services. To date approximately 40% of their business has been directly from individuals independently searching the internet for a local home inspector. In addition Welcome Home Inspections believes that the site has been essential in gaining referrals from Real Estate Agents.

Testimonial:

"Platypi Designs produced a professional looking website which met all our requirements and was exactly what we had envisioned. It was clear, concise and easy to navigate. We have received good feedback and compliments regarding the professionalism of the site."

Welcome Home Inspections, John Arnott, Owner