

TECHNOLOGY ENABLED SERVICES:

TO UNIFY THE BRAND'S IDENTITY

UNDER ONE COHESIVE WEBSITE

TECH STACKS:

 **WORDPRESS**

CMS



CLIENT:

The Client helps companies based out of US to hire, build and scale offshore talent to augment resources and skills.

CHALLENGE:

A strong site architecture to create a logical order for all the services provided and for members to understand the scope of their capabilities.

The client felt the need to update their site-wide messaging for their service offerings and update the overall strategy to a more modern

SOLUTION:

Improved overall site architecture and navigation to enable easier browsing and a more frictionless experience. We incorporated SEO foundations and ensured that they received quality leads for future growth. Focused on creating a more user-friendly 'Services Section' with filtering and searching to ensure maximum accessibility