

How A Coaching & Leadership Development Business Achieved a Stress-Free Website Redesign

✓ Project Overview

Objective:

Develop a professional website for a coaching and leadership development business, enabling the owner to manage updates independently and streamline subscriber communication.

Initial Status:

The client lacked the time and technical expertise to create a website that met their professional standards. They required a team to guide the process, deliver a customized solution, and ensure the final product aligned with their vision.

✓ Execution

Web Design & Development:

Presented three design options based on the client's preferences, refined them after feedback, and incorporated content and images. The website was integrated with the client's subscriber management tool for seamless visitor communication.

Strategies Implemented:

- Delivered three initial design options and refined them based on detailed client feedback.
- Ensured seamless collaboration using Google Drive for feedback, content sharing, and file management.
- Integrated the client's newsletter and subscriber management system for streamlined visitor engagement.

✓ Results

- ✓ **Timely Completion:** The project was completed on schedule, with any delays stemming from the client's availability.
- ✓ **Effective Collaboration:** Clear communication and collaborative tools ensured an efficient workflow.
- ✓ **High Client Satisfaction:** The client valued the stress-free process and the team's responsiveness to feedback.
- ✓ **Streamlined Operations:** Successful integration of subscriber management and newsletter tools enhanced communication efficiency.

✓ Testimonials

"They are just so nice and down to earth. There wasn't pressure or stress at any point in the process."

– Coaching & Leadership Development Business Owner

✓ Contact Us

Learn how Cleartail Marketing can help you drive growth and optimize your operations.

[Get A Free Consultation](#)