

How Saber Asset Group's website overhaul and branding boosted engagement.

✓ Project Overview

Objective:

Redesign and develop a custom website and branding for Saber Asset Group to elevate online presence and reinforce its leadership in asset acquisition and disposition.

Initial Status:

The company's outdated website lacked a cohesive brand identity and had usability issues that hindered engagement. It also failed to showcase the company's expanded services effectively.

✓ Execution

Web Design & Development: A custom WordPress theme was developed to ensure responsiveness across all devices. The redesign focused on usability and SEO optimization—enhancing navigation and improving visibility in search results. Key features included a product and news module, a contact form for lead generation, and integration into a user-friendly content management system for easy updates.

Branding: A new logo and comprehensive branding kit were created, including a color palette, fonts, and icons, ensuring alignment with Saber Asset Group's identity.

Domain & Hosting: Domain and hosting issues were addressed, ensuring secure and smooth website operation with SSL certification for enhanced trust and data protection.

Strategies Implemented:

- **Responsive Design:** Optimized for all devices, ensuring a consistent experience across platforms.
- **SEO Best Practices:** On-site SEO implementation to enhance organic search results.

- **Enhanced User Experience:** Streamlined navigation for easier exploration of services.
- **Content Management:** A user-friendly CMS for simple content updates post-launch.
- **Brand Consistency:** A cohesive visual identity aligned with Saber Asset Group's core values.

✓ Results

- ✓ **Successful Website Launch:**
The new site launched on time, ahead of a key Houston tradeshow, meeting the tight deadline.
- ✓ **Improved Usability:**
The site's intuitive design makes it easier for visitors to navigate and engage with content.
- ✓ **Lead Generation:**
The revamped site is already driving new leads through improved functionality and clear calls to action.
- ✓ **On-Time Delivery:**
Despite a compressed timeline, the project was completed within the required timeframe, ensuring maximum impact during the tradeshow.

✓ Testimonials

"Their project management was outstanding, and I'd recommend them to any of my colleagues or business partners."

– Scott Gordon, CFO, Saber Asset Group

✓ Contact Us

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