

PENFOLDS ROOFING & SOLAR

<https://www.penfoldsroofing.com>

ABOUT THE ORGANIZATION

Penfolds Roofing & Solar has been providing trusted, quality roofing services for over 80 years. They help businesses and homeowners protect their assets with services for commercial, industrial, residential, new construction, solar roofing, and repairs.

OBJECTIVES

- Enhance product browsing with enhanced filtering and search, galleries, and improved content strategy
- Improve SEO performance to drive organic traffic and increase leads and conversions
- Establish trust and credibility through showcased reviews and testimonials
- Improve overall site architecture and navigation to enable easier browsing and a more frictionless experience
- Drive recruitment with improved brand storytelling to highlight company culture
- Implement a fully responsive solution backed by WordPress CMS

Results

- Bounce Rate: -22% Year Over Year
- Page Views: +50% Year Over Year
- Mobile Sessions: +2,766% Year Over Year

Phase 1

PROTOTYPING

Penfolds Roofing & Solar has a reputation built on decades of quality service, but their website looked outdated and didn't do their business justice. They needed a stronger web design to immediately connect with potential customers, by showcasing the key points that make Penfolds industry leaders: customer reviews and testimonials, project photo galleries, and the Penfolds story of their dedication to quality work.

We approached the project with a strong focus on content strategy, to ensure the valuable trust and credibility points would drive the design. Intuitive navigation was needed to reduce the overwhelming menu clutter on their existing site, and help potential leads quickly find information.

PHASE 2

STYLE CONCEPTS

Penfolds had existing branding, and we wanted to stay true to that while creating a design that felt professional, trustworthy, and welcoming. We created a fresh palette using their primary reds and blues, with different tints and shades of blue for added depth. The strong imagery from their many projects is given centre stage on all of their landing pages, helping to establish an emotional connection with site visitors.

PHASE 3

BRINGING IT ALL TOGETHER

The new Penfolds website is modern, professional, and true to their brand. The improved information architecture and navigation creates a more intuitive user experience, making it simple for visitors to browse services, view proof of their work, and to contact Penfolds. The enhanced Careers page drives recruitment, highlighting company culture and safety standards while sharing available positions.