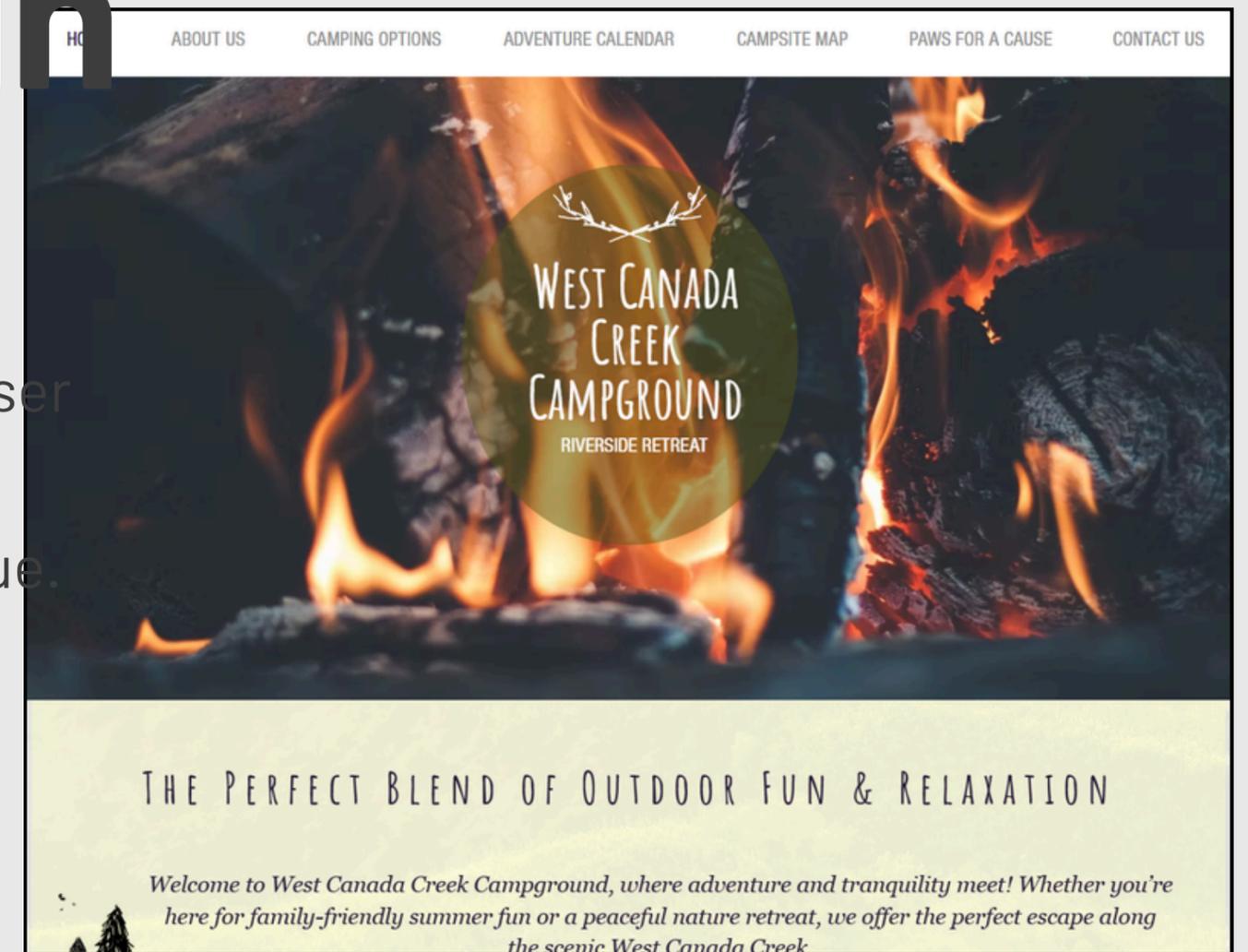


Website Redesign

West Canada Creek Campground

This project aims to enhance the website's visual appeal, user experience, and booking efficiency plus also ensuring a seamless migration to GoHighLevel without losing SEO value.



About the Project

This project is designed to deliver a responsive, high-performing website that reflects the simplicity and natural beauty of the campground while making it easier for guests to explore, connect, and book their stay. The major project goals include: Enhance Visual Identity, Improve Audience Engagement and Increase Bookings,

The current Challenges

While the existing West Canada Creek Campground website is generating bookings, several challenges limit its full potential including:

- Lack of Visual Cohesion plus the overall website looks old and could use some better layouts
 - Weak Audience Connection/engagement with the current website
 - **Lack of Brand Identity** – The current website does not authentically represent the campground's unique appeal.
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The current Challenges

- **Limited Visual Content** – There are not many real photos of the campsite, which reduces credibility and connection with visitors.
 - **Underutilized Key Features** – Important offerings like tubing etc are not highlighted effectively, missing opportunities to attract more guests.
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What we aim to achieve

Discovery

- A More Responsive Site Overall
 - Better highlight the features and benefits of your campground
 - Increase trust and authenticity by adding testimonials and showcasing more real, recent photos of the campground
 - Portray beautiful, large campsites, warm and welcoming people, and peaceful surroundings
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What we aim to achieve

Discovery

- Create an overall web presence that gives visitors a sense of the experience they could have when visiting the campsites
- Also, ensure to effectively portray simplicity by using white spaces, clear Calls to action, images of open fields and

The process of achieving the aim

Strategy

- **Optimized Booking Flow & Conversions:** Add clear and action-driven CTAs throughout the site to encourage direct bookings.
 - **Brand Identity & Visual Appeal:** Implement a cohesive design that reflects the campground's authentic, nature-driven experience, plus Incorporate high-quality real photos of the campsite to build trust and engagement.
 - **Highlight the campground's unique features:** (e.g., tubing, river access, peaceful environment) and also highlight the features in a way that's it's benefit-driven and compelling
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The process of achieving the aim

Strategy

- **SEO & Performance Preservation:** We'll Conduct a pre-migration SEO audit to retain search rankings and organic traffic. Ensure fast load times, mobile responsiveness, and structured content for SEO strength. Also setting up URL redirects to avoid broken links

Project Plans/scope

Phase 1

1. Discovery

To identify key challenges and opportunities for the redesign. Why do you consider a redesign and how will it be helpful your your business then Gathering insights from user behavior, feedback, and analytics

2. Strategy

We develop a plan to achieve the redesign goals. Enhancing brand identity with real images, authentic design and Highlighting key features Plus Improving conversion rate by adding stronger CTAs and preserving SEO

3. Wireframing

The Wireframing phase **translates strategy into a visual blueprint. I'll be** Mapping out the homepage, feature highlights, layouts, and CTAs for better conversions. Basically creating a structured layout where the discussed strategy is implemented. I'll be reviewing the wireframe with you before proceeding to design and development.

Project Plans/scope

Phase 2

4.Full design & development on Gohighlevel

This involves Implementing the approved wireframes and visual design into a fully functional website. Ensuring fast loading speeds, mobile responsiveness, and an intuitive layout.

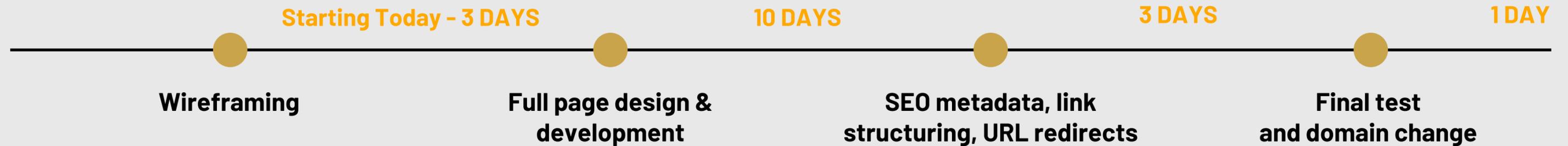
5.SEO metadata, link structuring, URL redirects

Optimizing SEO metadata (title tags, meta descriptions, header structure) to maintain search rankings. Ensuring proper internal linking to improve site navigation & user experience Plus Implementing redirects for old URLs to avoid broken links and preserve SEO authority.

6. Final test and domain change

Conducting comprehensive testing for responsiveness, functionality, and user experience. Verifying SEO setup, analytics tracking, and form functionality then Migrating the new website to the live domain with minimal downtime.

Timeline



Cost

\$1200 one-time charge. This covers discovery to Strategy, wireframing, Design & development, and Final test and domain change

Next steps **Wireframing**

With the Discovery and Strategy phases completed, the next step is to translate our ideas into a structured blueprint through wireframing. For this phase, I'll be creating a wireframe for the homepage, which will serve as the overall design blueprint not just for the homepage, but also for guiding the layout and structure of other pages.

Wireframing will help us:

- Define the layout and key content sections for an intuitive user experience.
 - Ensure clear navigation and strategic placement of call-to-action buttons to drive bookings.
 - Prioritize essential features, such as showcasing campsite imagery, highlighting key services and Benefits
 - Gather early feedback, allowing adjustments before moving into full design and development.
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Thank you!

I'm excited to bring this vision to life and create a website that truly reflects your brand while enhancing user experience and conversions.
