

WEBSITE DESIGN

# Case Study

# MANGRUM COMMERCIAL

JSL MARKETING & WEB DESIGN

# MANGRUM COMMERCIAL

## Project Background & Description

Mangrum Commercial is a boutique property management firm in Downtown Dallas that focuses on tenant representation, professionalism, and personalization – and their website needed to convey that with just a single look. Both urban and clean, professional yet inviting, JSL Marketing & Web Design was excited to bring together all the aspects that Mangrum Commercial wanted in their web design project.

# Project Goals & Objectives

Mangrum Commercial didn't just need a 'good, functional website' they needed a representation of themselves that would bring in new clients and help them keep their current. They needed CTAs, or Call to Actions, that were easily found, straight forward, and actionable. They needed great user experience and intuitive organization, and they needed it all to be cohesive, professional, and clean.

## **OBJECTIVES:**

- Increase traffic and click through rate, while lowering bounce rate
- Strategic whitespace to create depth and a clean view
- Clear call to actions that will ultimately bring in more clients
- Cohesive branding, colors, fonts, and design





# The Process

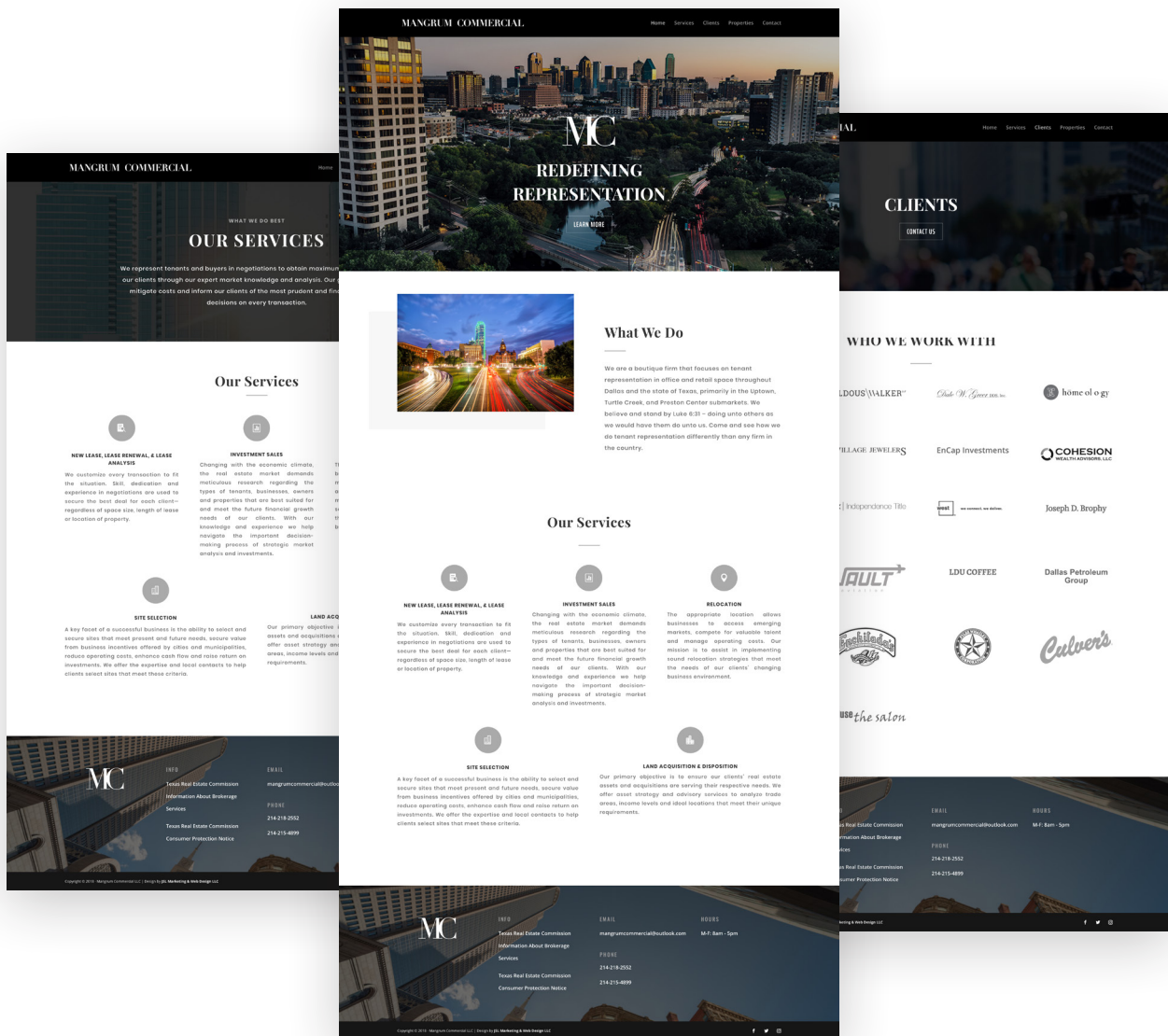
Mangrum Commercial came to us needing a website that would wow, engage, inform, and entice their potential clients. And that's just what we gave them when we created their new and improved website that is not only fully functional and SEO-friendly, but also an accurate representation of them with its sleek, clean, and modern design.

We began this project by meeting with Mangrum and learning about their company culture, their likes and dislikes, as well as what their ideal website would convey. We know that design goes far beyond colors and fonts, pictures and text – it should show your values and history and form a positive first-impression for potential clients as well. That is why JSL Marketing & Web Design always meets with our web design clients, either online or in person, so we can fully understand their unique 'why' and deliver a website that matches them completely.

After our initial meeting, in-depth competition research, and target market evaluations, we made suggestions and recommendations, giving Mangrum Commercial options to choose from and the opportunity to tell us what felt right, and what wasn't to their liking. By using wireframes or full mock-ups, we let our clients see what we're thinking so they can let us know their first reactions long before most companies get to revision rounds. This makes the process more enjoyable, less confusing, and more streamlined for everyone.

# The Design

Some property management or commercial real estate websites seem tired, and may be hard to navigate – and that was the opposite of what Mangrum Commercial wanted. We made sure that the new site told their story and gave the user a distinct feeling of who they were right from first click. The excitement of the cityscapes, along with the simplicity of their navigation, and professionalism through whitespace and content perfectly mirror their needs.





# Mobile Friendly Design

All websites should be mobile-friendly, as this is a big factor in SEO, but some web design companies are just that – web design, with little to no understanding of SEO or further digital marketing efforts. JSL Marketing & Web Design makes each and every website perform just as well on mobile, desktop, tablet, and everything in between. Make sure your website is helping, not hurting, on all viewing platforms with a fully mobile-friendly design.



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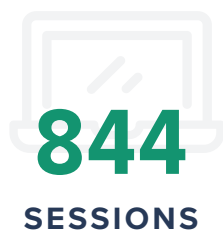
## The Final Result

### ANALYTICS

The final result for Mangrum Commercial is a sleek, professional, yet exciting and personalized website for this equally professional yet personalized commercial management client. What could have been cookie-cutter, dull and flat is now engaging, modern, and clean – and we couldn't be happier with the end result of this exceptional website design project.

“*JSL did a tremendous job for my company in the designing of our logo as well as constructing and developing our entire website from the ground up. I highly recommend them - they even stick to deadlines - what a rarity!*”

**- Collin M.**





## JSL MARKETING & WEB DESIGN

Want to learn more about JSL Marketing & Web Design?  
Ready to get started on your next big web design project?  
We'd love to hear from you! Get in touch with  
us today using the information below:

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