

WEB DESIGN CASE STUDY

Client: Vault Aviation
Year: 2018

VAULT
a v i a t i o n

JSL MARKETING & WEB DESIGN



A white private jet with blue accents is shown in flight, banking to the right. The aircraft has two engines mounted on the wings and a T-tail. The registration number 'N30J' is visible on the tail. The background is a vast, arid desert landscape with red rock formations and a winding river. The sky is clear and blue.

PROJECT BACKGROUND AND DESCRIPTION

Vault Aviation is a private jet charter company based out of Dallas. One of the things that sets them apart from other private jet charter companies is their unique On Demand approach to private jet travel and also their Max Jet Card, both of which provide clients with a great deal of flexibility and the best possible value within the industry.

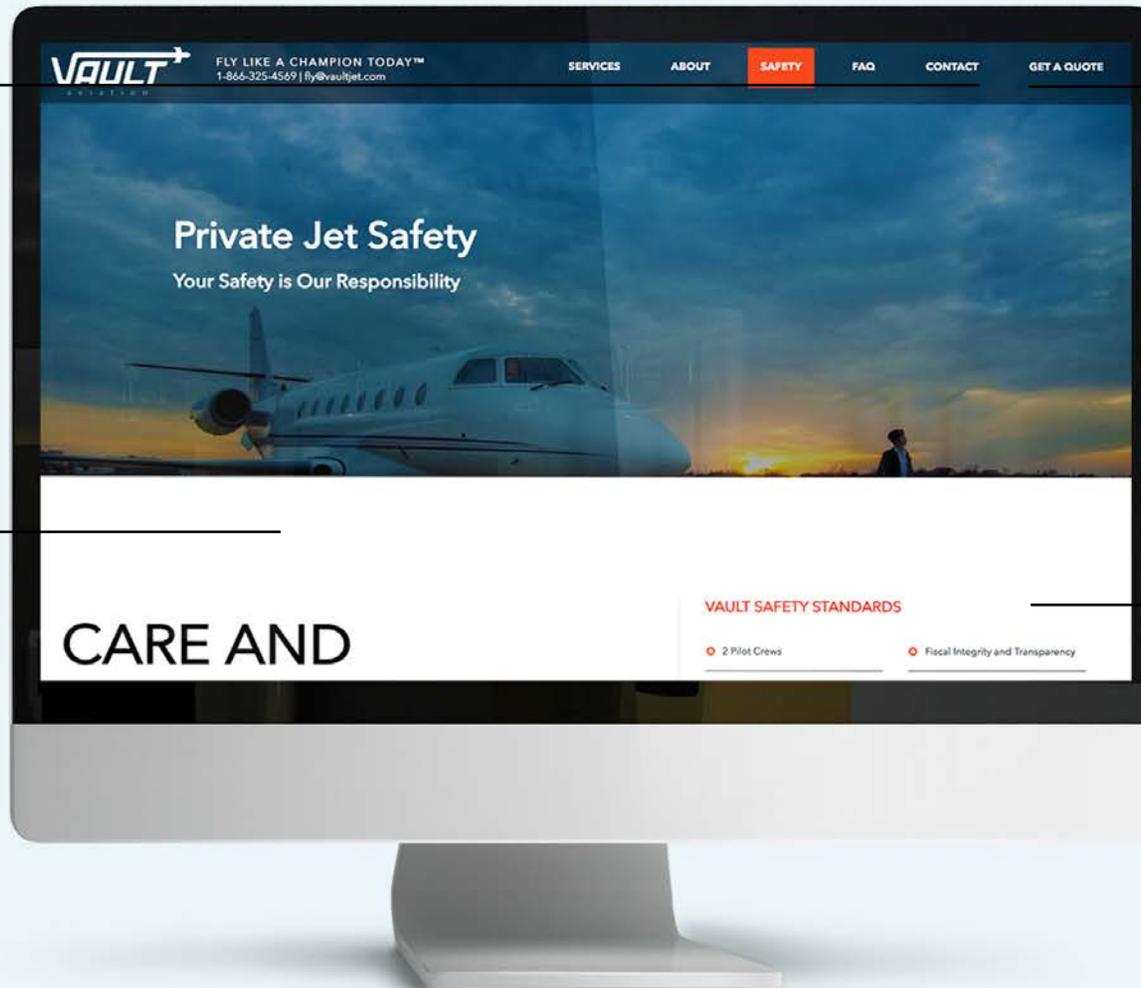
After our first initial meeting with the Vault Aviation team, we could truly sense their passion for the industry, along with their unquestionable expertise. Our goal was to create a website that reflected their passion and expertise, along with building something that was user-friendly, clean, and modern.

Disorganized navigation menu.

Call to action did not stand out.

Poor user experience and spacing.

Typefaces and layout did not accurately represent their brand.



PROJECT GOALS AND OBJECTIVES

Vault Aviation came to us in July of 2018 in need of a total website redesign. Their current website didn't match the look and feel of their brand and everything needed a refresh. The homepage didn't provide a good user experience, the navigation bar was disorganized, and their lead generation form needed a bit of work. Additionally, the calls to action weren't clearly visible, making it difficult for users to figure out exactly what they were supposed to do on the site. We were really excited to get started on this project and use our creativity to turn the new website into something that jived well with their current brand and also provided a great user experience for visitors to the site.

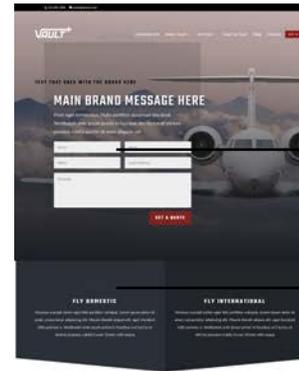
THE PROBLEM

Our goals and objective for this project were simple – to create a website with a better user experience and an overall look and feel that matched Vault Aviation’s existing brand. Specifically, our main goals were to:

- Increase engagement and time spent on the site
- Decrease bounce rate
- Increase overall brand credibility and authority in the industry
- Provide better calls to action for visitors
- Create a form that better matched the brand and functioned well
- Increase conversions via the lead generation form
- Simplify and declutter the menu structure and general site structure as well
- Incorporate better images to really show off the industry
- Create better copy for the site that highlighted the company, along with their unique offerings and benefits
- Create a new page that highlighted some of Vault’s available jets
- Incorporate a blog page for future content marketing efforts
- Incorporate testimonials on the homepage to provide better social proof
- Improve the overall look and feel of the site so that it better matched their existing brand
- Provide a better general user experience for visitors, making it easy for them to find the information they need

With these objectives in mind, we got right to work creating a new and improved website for Vault Aviation.

Create a better user experience for visitors



Better calls to action for visitors

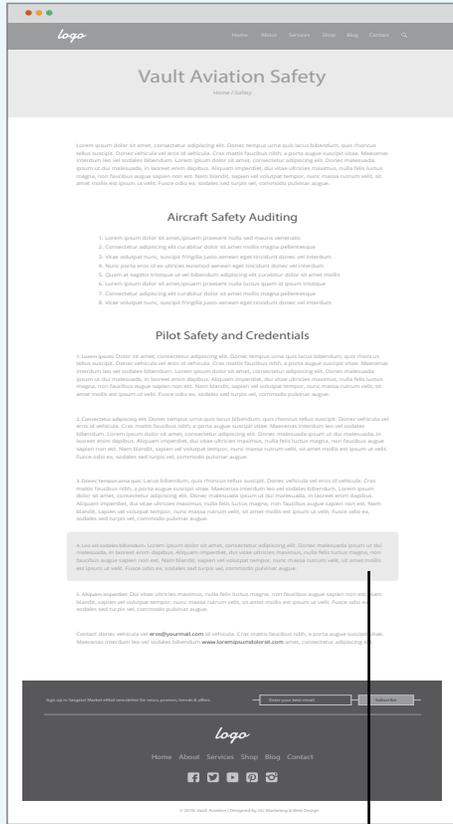
Copy that highlights their unique offerings



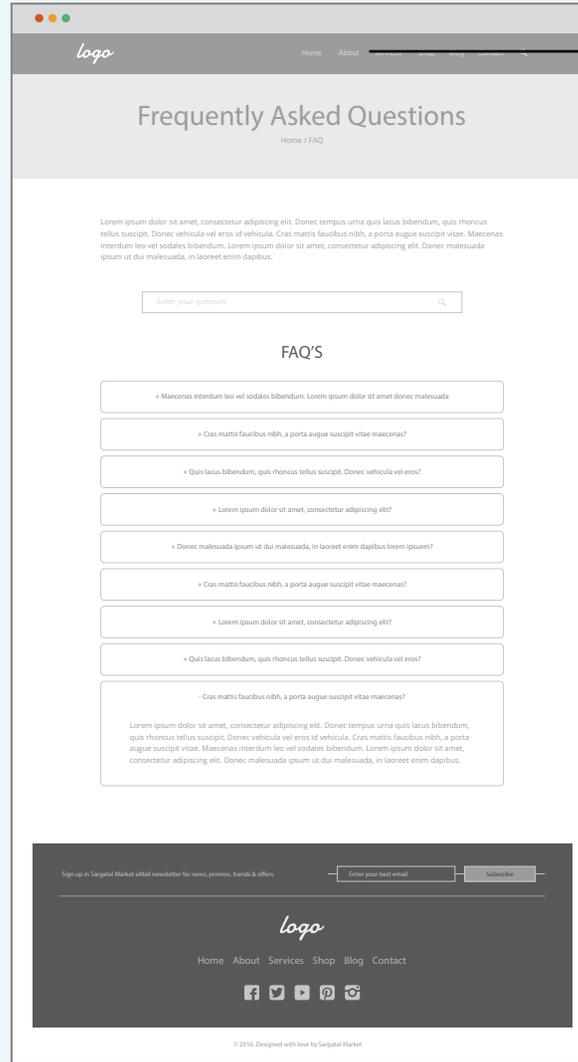
Increase engagement

Create a blog page

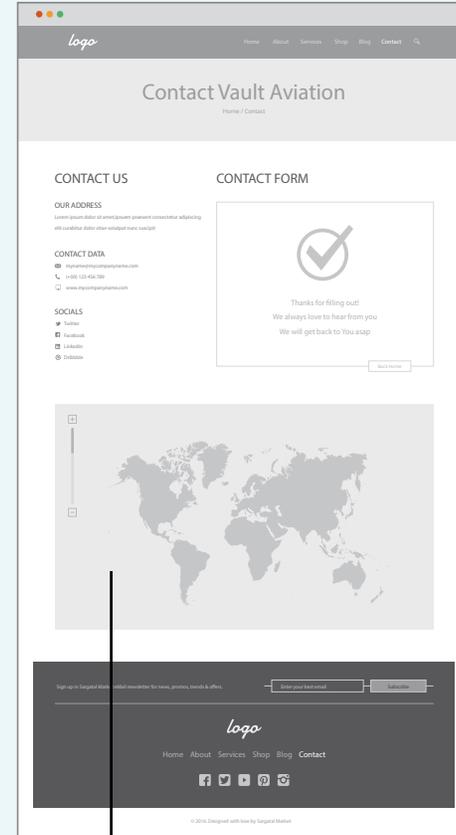




Safety Wireframe



FAQ Wireframe

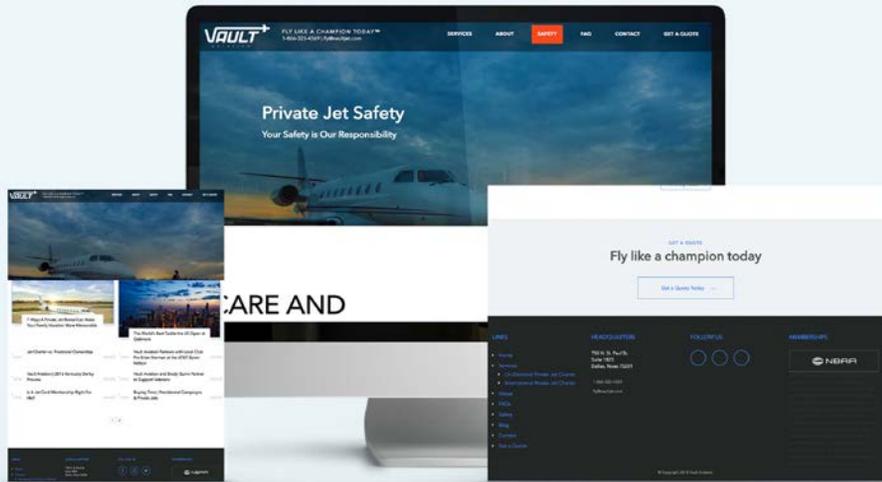


Contact Wireframe

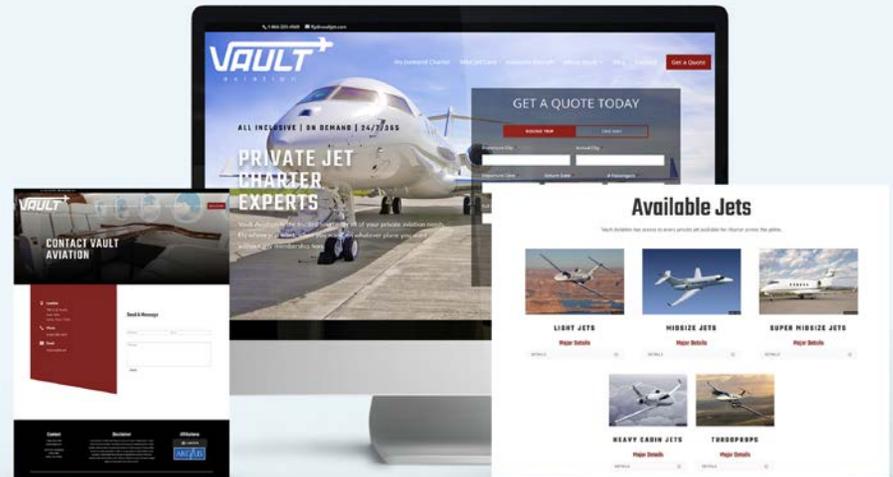
THE PROCESS AND INSIGHT

We started with a wireframe mockup, which turned into a full-scale design mockup and eventually a freshly developed website. We spent a large portion of time perfecting the lead generation form and determining where to best place the calls to action. We also worked with the copy (text content) on the site, editing and arranging it in a way that was clear, concise, and provided visitors with the information they needed, when they needed it.

BEFORE

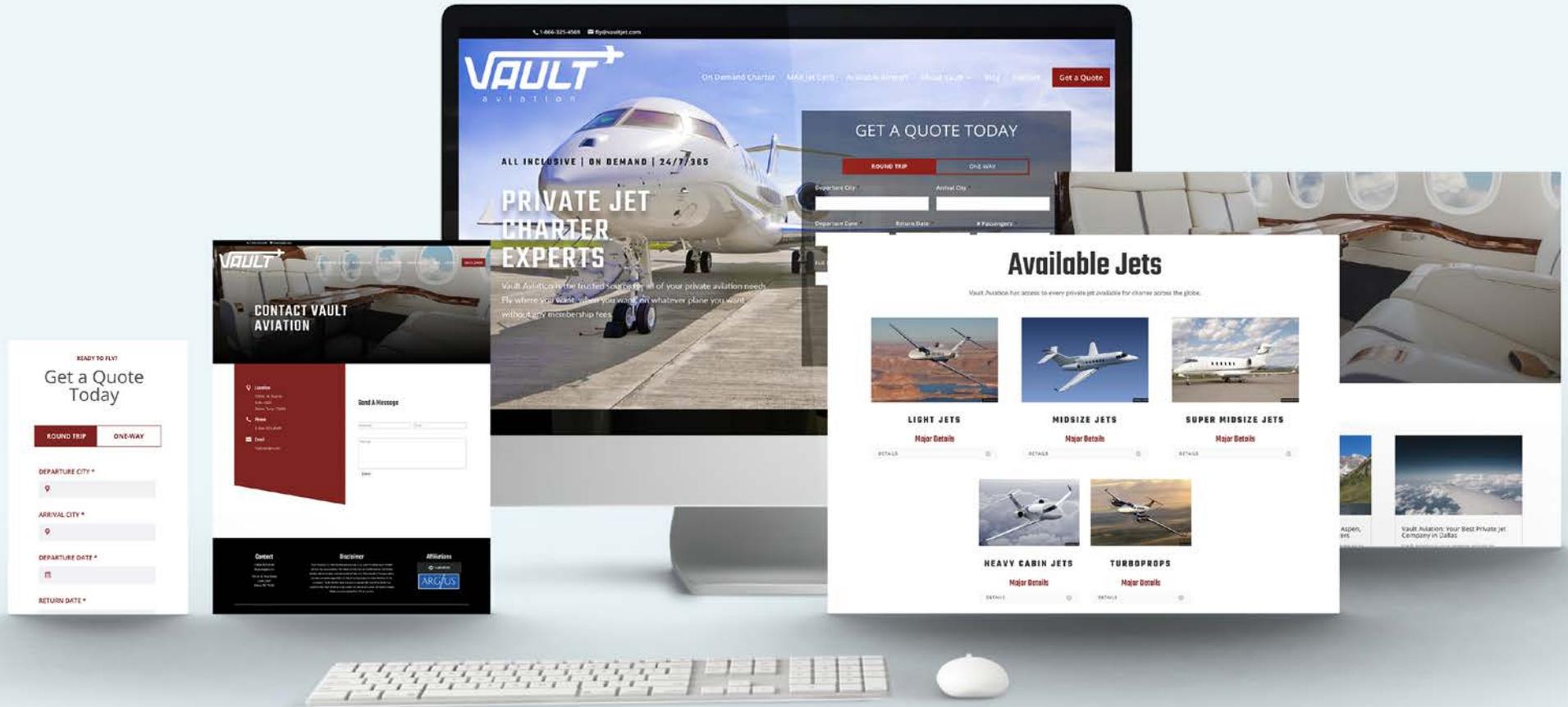


AFTER



THE TRANSFORMATION

After several months of research, design work, and editing, we were ready to take the new site live! Take a look at the before and after shots of the old and new website above.



THE RESULTS

Everyone at Vault Aviation was very happy with how the new website turned out – and we were as well! We really feel as though the new website truly reflects their brand, all while establishing Vault Aviation as an expert and leading authority within the private jet charter industry. The new site provides a much better user experience, clearly displays the calls to action, is clean, modern, and professional, and showcases the unique benefits of the company.

The new site was just launched in the beginning of October 2018, but already we are seeing improvements in engagement. Over time, we look forward to watching the on-site engagement and conversions continue to grow!



10/23/2018

Katie Cowan

What did you like best?

The owners, James and Sarah Leff, are amazing! We were looking for a new company to run our SEO and PPC campaign and after interviewing 5+ companies the choice was clear - if we wanted the best we had to hire JSL. From the initial phone call with James, it was obvious they were willing to take as much time as necessary to learn about our industry, to understand what we were looking for and our desired outcomes. Within a day of the call, they had assembled a proposal along with an audit of our website and a list of keywords, how we rank, and suggestions on how to improve. After hearing their recommendations and looking through some of their other clients websites, we decided that a total website redesign would be the most beneficial and cost effective way to reach our goals. Sarah was great in explaining how she would build it with SEO in mind, the different customizations, content and pages which would be formatted and targeted correctly. One of the areas that we wanted to focus on was our blog. The previous company we worked with struggled to understand private aviation and the lingo, but Sarah, who is a copywriter by trade, was a quick learner! When it came to the cost, they were totally transparent and gave us a few pricing options. James and Sarah laid out exactly what they would be doing, how much time they would spend on each item, and provide monthly reports on our conversation rate, metrics and results. They always respond in a timely manner and if there's something that needs to be changed or updated, they get it done asap. One of the perks of working with JSL is that you're working directly with the owners and they are just as invested in your success as you are.

What did you like least?

Nothing, there isn't one bad thing I can say about JSL!

REVIEW 7

**VAULT
AVIATION**

**Vice President:
Katie Cowan**



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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