

3 KEYS CREATIVE GROUP

# WEBSITE REDESIGN

CASE STUDY

## PROJECT OVERVIEW

In an effort to attract new business, 3 Keys Creative Group hired me to redesign their website to make it more functional and visually appealing. They worried their site was holding them back from new business and wanted both current and prospective clients to easily navigate their site on mobile, desktop and tablet. I was also tasked with improving SEO for the site.

## THE CLIENT

3 Keys Creative Group was a boutique public relations firm located in Boston, Massachusetts. Before closing their doors in 2019, 3 Keys worked with video production companies to better market themselves in the public eye.

They specialized in copywriting, client relations, brand strategy and media relations.



## THE IMPACT

- A website that was optimized for desktop, mobile and tablet mode.
- Integration of a more direct menu, creating for better navigation across the site.
- Improved SEO, moving from 18th to 9th on Google Searches for "Boston PR Firms."
- A 419% increase in website traffic within 30 days.
- An increase in new clients by 15% within 90 days.