River Point Properties, LLC

River Point Properties, LLC is a full service real estate company that has been managing properties in the Marietta area since 2003. With over 20 years of experience, River Point Properties rents out, sells, and offers property management services.

River Point Properties, LLC

BUDGET

< $5,000

SERVICES PROVIDED

Responsive Wordpress Site

ABOUT PARADYNAMIX

Paradynamix is a professional web and programming team, made up of a unique blend of talents and individuals. We provide our clients with solutions that help them grow and build their businesses. We specialize in web apps and software to solve your business problems but have a long history and experience with UI/UX design, websites, and ecommerce.

BUSINESS CHALLENGE

Coming into ownership of many new properties, River Point Properties needed a smoother, more intuitive way to handle renting, payments, and other parts of their services. The website, up until now, had been frustrating to update and offered no online portal for their services. They wanted to be able to take payments and applications online as well as display their property listings
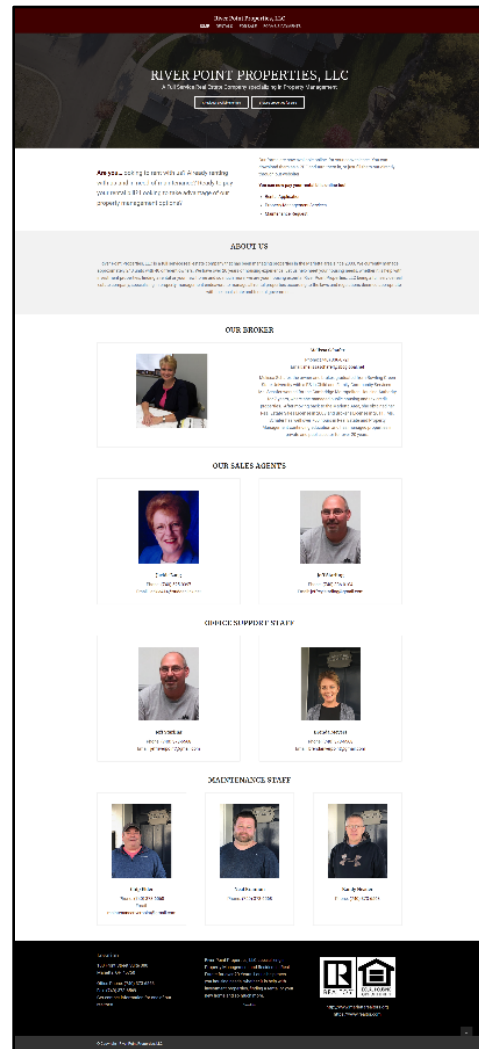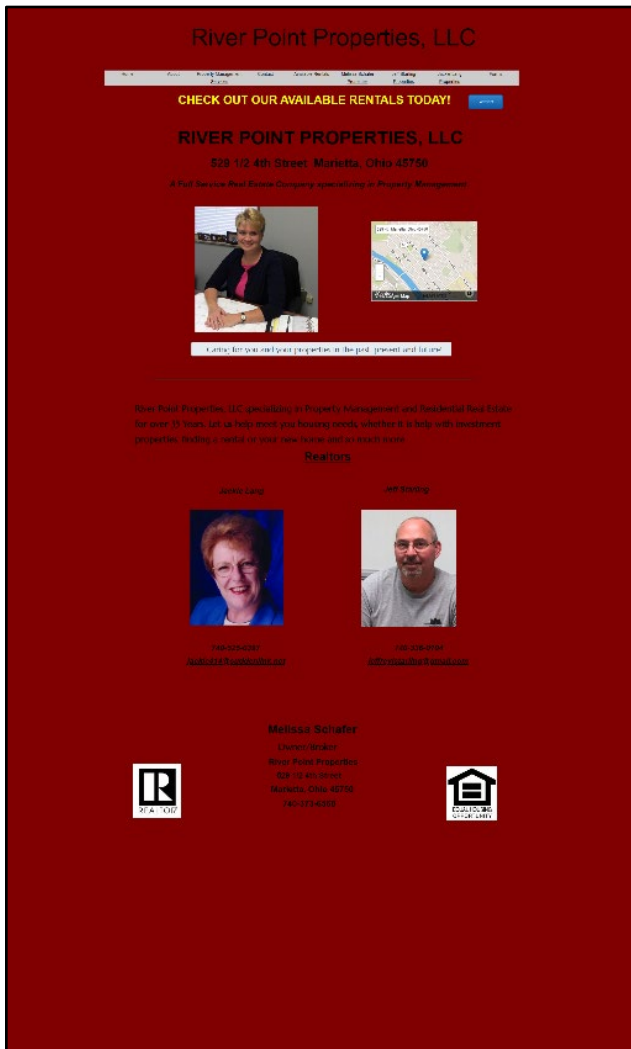
OUR SOLUTION

Paradynmaix will build River Point Properties a new website from scratch on a mobile responsive theme and SEO integrated platform, allowing for usability across all devices and better search engine visibility. The new website will make use of a more modern look and feel, helping vet them as a current business with links guiding users to areas of interest like making a payment or putting in maintenance requests. As many of their forms as can be taken online will be. Along with creating formatting and template, Paradynamix will provide instructional material on how to maintain the new site to help alleviate the previous frustration of editing content. The new site would be set up to be able to take payments of varying amounts, allowing tenants to pay their bills online.

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RESULTS

Old Website: Used a single dark color background with dark text, creating poor contrast and a poor visual experience. Spacing was odd and not used strategically with lots of outdated and limited content.

New Website: Visuals are designed and space used purposefully to look good on desktop and adapt to smaller screens. All backgrounds behind text have high contrast to maintain ease of legibility.

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