

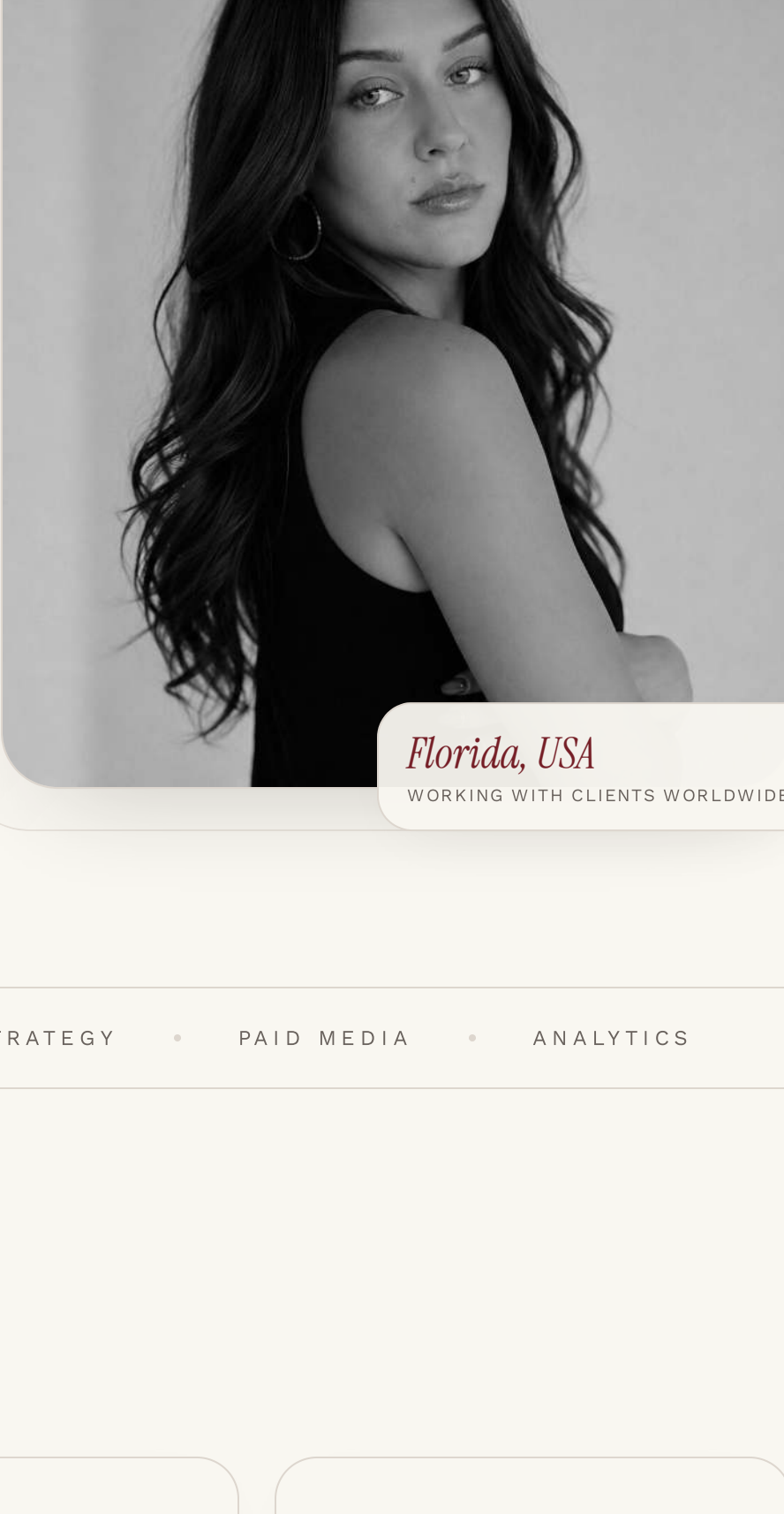
PORTFOLIO — ABBY LEGGETT

Digital Marketing Specialist
crafting websites, content,
and marketing strategies
that help businesses grow.

Strategic website design, SEO, compelling copywriting, and data-driven digital marketing that turns visitors into customers.

View My Work —Download Resume —Contact Me

Available — 2026



Florida, USA

WORKING WITH CLIENTS WORLDWIDE

CAPABILITIES — WEBSITE DESIGN — SEO — COPYWRITING — CONTENT STRATEGY — PAID MEDIA — ANALYTICS

017+ Industry Certifications
Google, HubSpot & Pinterest

0210+ Websites Designed
Brand, e-commerce & service sites

0350+ Blog Articles Written
SEO-researched, human-written

04100+ Social Posts Created
Instagram, LinkedIn & Pinterest

ABOUT

Creativity and strategy,
working the same shift.



SHORT BIO

I don't see websites, copywriting, SEO, and marketing as separate pieces; they work best together. Every project I create is designed with the user in mind, backed by strategy, and focused on helping businesses build trust, attract the right audience, and grow online.

WHAT MAKES ME DIFFERENT

Great marketing isn't just about making something look good; it's about creating *experiences that connect*, solve problems, and drive measurable business growth.

— Abby Leggett

SKILLS

Website DesignSEOContent StrategyCopywriting

Social Media MarketingGoogle AnalyticsGoogle AdsEmail Marketing

BrandingUX/UIMarketing StrategyContent Marketing

SOFTWARE & PLATFORMS

WordPressWix StudioCanvaGoogle An...

Search Co...HubSpotMeta Busi...Figma

Adobe Exp...ChatGPTMicrosoft ...

FEATURED WORK

Selected projects,
built to perform.

A snapshot of recent work — websites, marketing systems, and brand voices designed to help businesses look and sound like the real deal.

MARKETING CASE STUDY • WEBSITE COPYWRITING • 2026

LUMEN & OAK PHOTOGRAPHY

A minimalist portfolio website designed to let powerful imagery take center stage while reflecting the studio's refined, editorial style.

Website DesignWebsite CopywritingBrand Presentation

Responsive Web Design

View case study —

MARKETING CASE STUDY • WEBSITE COPYWRITING • 2025

Venice Bathroom Remodel Case Study

A professionally written marketing case study showcasing a luxury master bathroom renovation — turning technical construction details into compelling website content that builds trust, highlights craftsmanship, and supports SEO and lead generation.

Website CopywriterMarketing Content StrategistCase Study Writer

SEO Content Development

View case study —

WEB DESIGN STUDIO • BRANDING • 2026

Bloom Digital Web Design Studio

A full website and brand presence for a web design studio built to help small and new businesses look established online — clear services, proof, and a free-mockup offer that drives inquiries.

Website DesignWebsite CopywritingBrandingSEO

View case study —

MARKETING STRATEGY • BRAND GROWTH • 2026

Buddy's Bagels Marketing Growth Strategy

A comprehensive marketing strategy presentation developed to help Buddy's Bagels increase brand awareness, customer engagement, community involvement, and long-term customer retention through creative campaigns and digital marketing initiatives.

Digital Marketing StrategistMarket ResearchCampaign Planning

Content Strategist

View case study —

BUDDY'S BAGELS | MARKETING PLAN

Buddy's Bagels Growth Actions

Social media, activations, community, and retention — a full-picture plan for Buddy's growth.

WEBSITE DESIGN • WEBSITE COPYWRITING • 2026

Design Craft Homes Website Design

A modern, conversion-focused website designed for a luxury custom home builder. The project focused on creating a clean, professional online presence that showcases craftsmanship, builds credibility, and encourages potential homeowners to schedule consultations.

Website DesignerUX/UI DesignerWebsite Copywriter

Content Strategist

View case study —

WEBSITE DESIGN • SEO • COPYWRITING • 2026

Hercules Curbing Website

A polished website for a Southwest Florida decorative concrete curbing company, built to showcase finished work and turn homeowners into free-estimate requests.

Website DesignSEOWebsite CopywritingLocal SEO

View case study —

HERCULES CURBING

THE BORDERS YOUR LANDSCAPE DESERVES.

COPYWRITING

Words that earn the click.

A handful of lines pulled from recent client work — each with a short note on the thinking behind it.

LUMEN & OAK — HERO

"Stories told in light, composition, and craft."

Positions the studio as an artist rather than a service provider, matching the editorial, image-first design of the site.

VENICE BATHROOM REMODEL — CASE STUDY

"A dated master bath, reimaged as a spa retreat in Cambria Inverness Gold."

Leads with the transformation and names the premium material — good for both homeowner trust and local SEO.

HERCULES CURBING — HERO

"Clean lines, lasting edges — concrete curbing built for Florida yards."

Pairs the visible benefit with a local qualifier so the page ranks and converts for nearby homeowners.

DESIGN CRAFT HOMES — HERO

"Custom homes designed around the way you actually live."

Shifts the focus from square footage to lifestyle, which is what luxury build clients respond to.

BUDDY'S BAGELS — CAMPAIGN

"New York attitude. Sarasota sunshine. Same perfect bagel."

Turns the brand's authenticity claim into a shareable, personality-driven campaign line.

BLOOM DIGITAL — CTA

"Book a 20-minute strategy call — no pitch, just clarity."

Names the exact commitment and removes the sales-call objection in one line.

SOCIAL MEDIA

Content that earns the follow.

Tap a post to see the strategy, audience, and performance behind it.

INSTAGRAM

Slow mornings, warm bagels. Doors open at 7.

INSTAGRAM CAROUSEL

Three ways to write a stronger 'About' page —

LINKEDIN

Before & after: a website that finally sounds like them.

INSTAGRAM REEL

The 3-line test every hero section should pass.

INSTAGRAM STORY

Weekly brand voice audit — free template inside.

LINKEDIN

Why your homepage isn't converting (and it's not the design).

EDUCATION & CREDENTIALS

Professional *Development*

I actively pursue industry-recognized certifications and continuing education to stay current with evolving digital marketing trends, SEO best practices, analytics, paid advertising, content strategy, and social media. These credentials complement my real-world experience designing websites, writing SEO content, and helping businesses grow.

2 Higher Education Programs

7 Industry Certifications

3 Certified Platforms — Google, HubSpot, Pinterest

6+ Marketing Disciplines Covered

HIGHER EDUCATION

Foundations, formally trained.

USF

COMPLETED AUGUST 2025

University of South Florida

Applied Business Science Certificate - Concentration in Digital Marketing

An intensive digital marketing program focused on practical marketing strategy, analytics, SEO, paid advertising, customer acquisition, and content marketing.

COURSEWORK & SKILLS

Digital Marketing StrategySEOSEMGoogle AnalyticsGoogle AdsSocial Media MarketingEmail MarketingCustomer Journey Mapping

Customer PersonasFacebook AdvertisingLinkedIn StorytellingOnline ReputationData-Driven MarketingWeb Analytics

View Certificate —

KSU

TWO YEARS OF UNDERGRADUATE COURSEWORK

Kent State University

Bachelor's Degree Coursework

Completed two years of undergraduate coursework while building a strong academic foundation in business, communication, marketing, and professional development.

BusinessCommunicationMarketing FoundationsProfessional DevelopmentWriting

PROFESSIONAL CERTIFICATIONS

A working credential dashboard.

GOOGLE SKILLSHOP

Google Analytics Certification

Google AnalyticsWebsite Analytics

Event Tracking+3 more

View credential —

GOOGLE SKILLSHOP

Google Ads Search Certification

Google Search CampaignsKeyword Strategy

Smart Bidding+3 more

View credential —

HUBSPOT ACADEMY

HubSpot Email Marketing Certification

Email Marketing StrategyEmail Automation

Lead Nurturing+3 more

View credential —

HUBSPOT ACADEMY

HubSpot Social Media Marketing Certification

Social Media StrategyContent Planning

Community Management+3 more

View credential —

HUBSPOT ACADEMY

HubSpot Advanced Social Media Marketing

Advanced Social Media Strategy

Social Media Campaign PlanningStorytelling

+3 more

View credential —

PINTEREST ACADEMY

Pinterest Performance Essentials

Performance MarketingLower Funnel Advertising

Conversion Campaigns+3 more

View credential —

RESUME

The short version, on paper.

A single-page resume with role history, education, and toolkit — designed to be as easy to skim as it is to forward to a hiring manager.

Download Resume (PDF) —

ABBIGAIL LEGGETT — RESUME

PDF / 2026

Click to open the full PDF - 2 pages

CONTACT

Let's make *something good.*

Tell me a little about your business and what you're trying to grow. I'll get back within two working days.

NAME

EMAIL

COMPANY (OPTIONAL)

WHAT ARE WE BUILDING?

Send message —

EMAIL

abbyleggett9@gmail.com

PHONE

941-769-0418

PORTFOLIO

Download portfolio (PDF) —

Let's build something worth clicking.

Currently taking on a handful of website & marketing projects for the next quarter.

abbyleggett9@gmail.com —

NAVIGATE

WorkAboutServicesContact

ELSEWHERE

LinkedInInstagramEmail

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Designed & built with Carbon

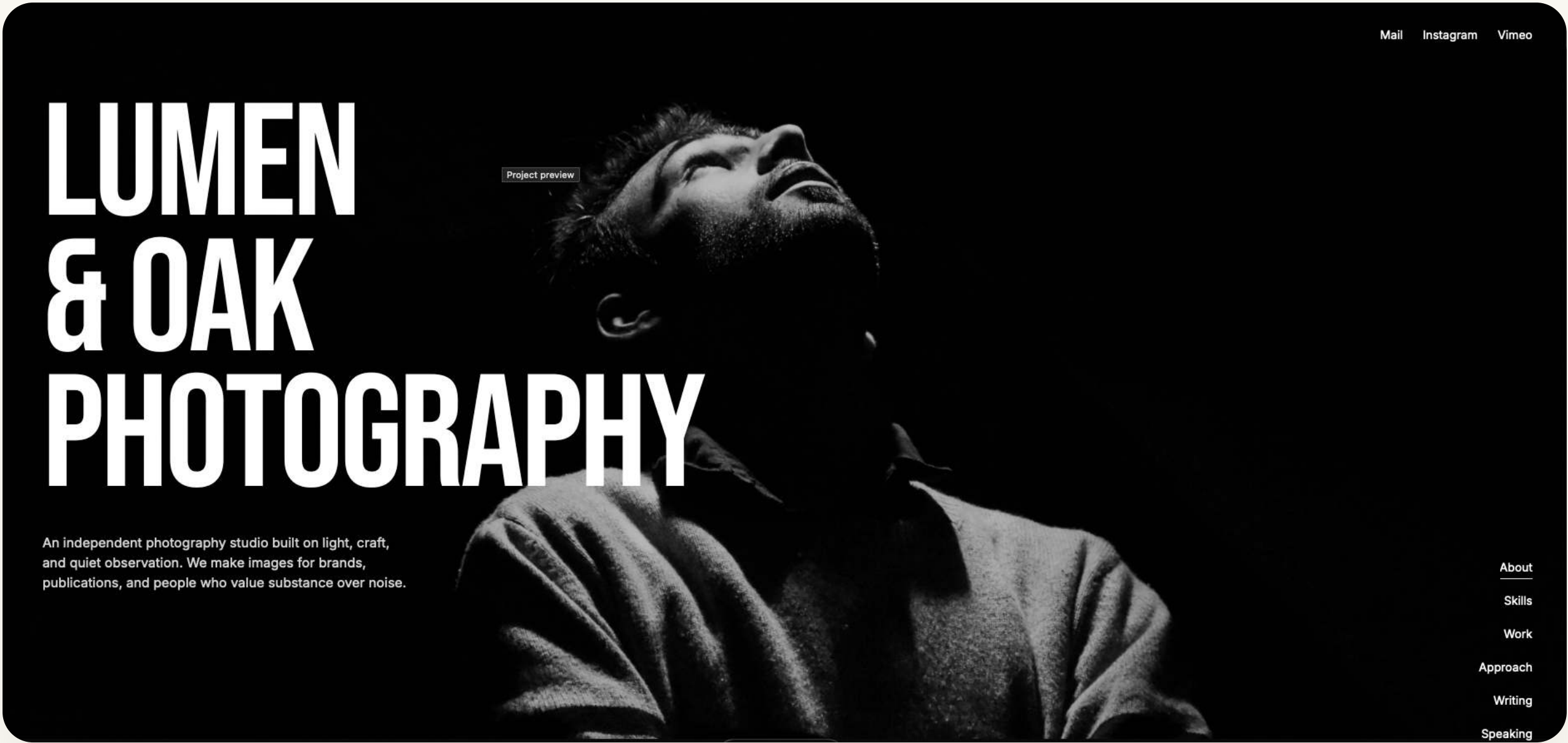
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PHOTOGRAPHY STUDIO · 2026

Lumen & Oak Photography Website

A minimalist portfolio website designed to let powerful imagery take center stage while reflecting the studio's refined, editorial style.

- Website Design
- Website Copywriting
- Brand Presentation
- Responsive Web Design



OVERVIEW

Lumen & Oak is an independent photography studio built on the belief that great photography tells meaningful stories through light, composition, and craftsmanship. The goal of this project was to create a sophisticated digital portfolio that showcases the studio's work while reflecting its calm, artistic identity.

CLIENT GOALS

— Design a premium online portfolio that reflects the studio's artistic vision

— Showcase photography through a clean, distraction-free layout

— Create an immersive browsing experience that emphasizes storytelling

— Strengthen brand identity through typography, imagery, and thoughtful design

— Ensure the website is fully responsive across desktop, tablet, and mobile

THE CHALLENGE

The website needed to immerse visitors in the photography through bold imagery, minimalist layouts, refined typography, and thoughtful use of negative space — keeping the focus on the work itself while providing a seamless browsing experience.

MY STRATEGY

The visual direction was inspired by high-end editorial publications and luxury creative portfolios. Rather than relying on decorative elements, the design uses contrast, whitespace, and oversized typography to create a timeless and sophisticated experience. The homepage captures attention with dramatic black-and-white imagery, bold typography, and a minimal navigation system.

FINAL OUTCOME

The final website provides Lumen & Oak with a refined digital presence that mirrors the quality and artistry of its photography. By combining bold visuals, minimalist design principles, and intuitive navigation, the site encourages visitors to explore the studio's work while reinforcing a strong, memorable brand identity.

BRAND COLOURS

Gallery White
#F7F6F3

Warm Grey
#B7B2AA

Oak
#8A7A66

Ink Black
#141414

SEO IMPROVEMENTS

— Ranking gains for editorial photography studio

— Ranking gains for fine art portrait photographer

— Ranking gains for black and white photography portfolio

COPYWRITING EXAMPLES

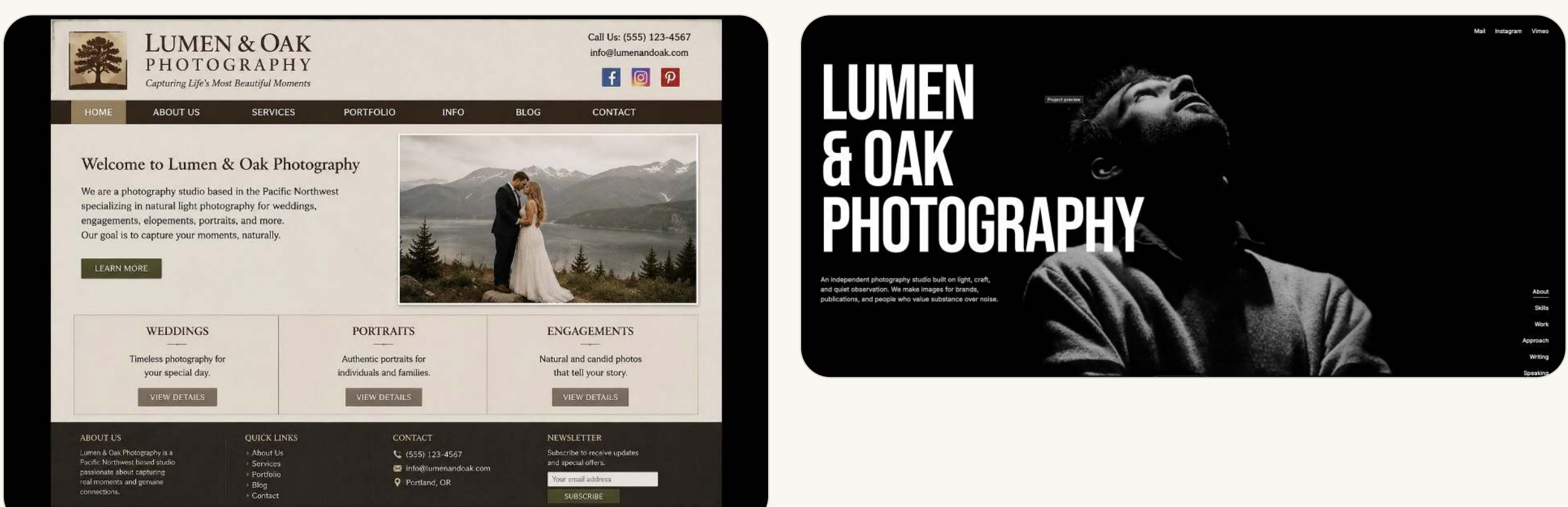
HERO

"Stories told in light, composition, and craft."

ABOUT

"An independent studio making quiet, intentional images that last."

BEFORE & AFTER



NEXT STEPS

Want results like this for your business?

Tell me about your project — website design, SEO content, or a full marketing strategy. I'll reply with a clear plan and honest timeline.

Start a project →

941-769-0418

See more work

NEXT PROJECT

Venice Bathroom Remodel Case Study

View case study →

[← Back to work](#)

MARKETING CASE STUDY • WEBSITE COPYWRITING • 2025

Venice Bathroom Remodel Case Study

A professionally written marketing case study showcasing a luxury master bathroom renovation — turning technical construction details into compelling website content that builds trust, highlights craftsmanship, and supports SEO and lead generation.

- Website Copywriter
- Marketing Content Strategist
- Case Study Writer
- SEO Content Development
- Storytelling
- Content Organization
- Customer-Focused Messaging
- Brand Communication



OVERVIEW

For this project, I created a comprehensive website case study highlighting a luxury bathroom remodel completed by Kirkplan Kitchens in partnership with Coastal Granite. My objective was to tell the story behind the renovation — not just document the finished space. The content was written to appeal to prospective homeowners by emphasizing the client's goals, the challenges overcome during installation, the craftsmanship involved, and the final transformation. Every section was structured to improve user engagement while supporting search engine optimization and showcasing the company's expertise.

CLIENT BACKGROUND

PROJECT NAME

Venice Bathroom Remodel

LOCATION

Venice, Florida

COMPLETION

Early 2026

PRIMARY MATERIAL

Cambria Inverness Gold Quartz

INDUSTRY

Kitchen & Bathroom Remodeling

PARTNER COMPANY

Coastal Granite

CLIENT GOALS

- Showcase the quality of Kirkplan Kitchens' craftsmanship
- Highlight the collaboration with Coastal Granite
- Improve website engagement
- Build homeowner trust
- Support local SEO
- Demonstrate expertise in luxury bathroom remodeling
- Convert completed projects into long-term marketing assets

THE CHALLENGE

One of the project's biggest technical challenges involved installing Cambria Inverness Gold quartz with bold natural veining across large shower surfaces. Achieving a seamless appearance required meticulous planning, precision fabrication, and careful alignment so the veining flowed continuously from slab to slab. The installation demanded close collaboration between the design, fabrication, and installation teams, ultimately showcasing Kirkplan Kitchens' attention to detail and commitment to high-end craftsmanship.

MY STRATEGY

To bring the client's vision to life, the team selected Cambria Inverness Gold quartz throughout the shower walls, shower benches, and vanity countertops. Using the same premium material across multiple surfaces created a cohesive, spa-like atmosphere while allowing the elegant gold veining to become the focal point of the design. The material choice provided both visual sophistication and long-term durability, creating a bathroom that is as functional as it is beautiful.

FINAL OUTCOME

This project demonstrates my ability to translate technical construction information into engaging, customer-focused website content. By combining storytelling, SEO strategy, and clear messaging, I created a case study that not only showcases a beautiful renovation but also serves as a valuable marketing asset that helps build trust, improve search visibility, and support lead generation.

STRATEGY CATEGORIES

01

Client Goals

The homeowners wanted to transform an outdated master bathroom into a luxurious, modern space with a memorable visual impact. Their vision included a clean, elegant design enhanced by a subtle pop of color that would make the space feel warm, sophisticated, and inviting while maintaining timeless appeal.

02

Final Transformation

The completed renovation transformed a dated master bathroom into a refined, high-end retreat. Continuous Cambria Inverness Gold quartz across the shower walls, benches, and countertops created a seamless design with warm golden veining that complements the modern fixtures and enhances the overall space. Despite structural challenges encountered during construction, the final result exceeded expectations, delivering a sophisticated bathroom that balances luxury, durability, and timeless design.

PROJECT EXECUTION

01 Demolition & Preparation

The existing bathroom was carefully demolished to prepare the space for its complete transformation.

02 Precision Measurements

Coastal Granite created detailed templates and measurements to ensure every quartz slab would fit perfectly.

03 Fabrication & Installation

Each slab was fabricated and installed with exceptional precision, ensuring continuous veining and minimal seams throughout the shower and vanity.

04 Finishing Details

Final polishing, edge refinement, sealing, and quality inspections completed the project, delivering a luxury finished space.

FEATURED PRODUCTS

Cambria Inverness Gold Quartz

Primary material

Shower Walls

Continuous veining, slab to slab

Floating Vanity Countertops

Matched quartz surfaces

Walk-In Shower

Seamless spa-like enclosure

Quartz Benches

Integrated shower seating

Luxury Bathroom Surfaces

Durable, timeless finish

SKILLS DEMONSTRATED

Website Copywriting

Marketing Strategy

SEO Writing

Case Study Development

Storytelling

Construction Marketing

Customer Journey Writing

Brand Messaging

Content Marketing

Project Documentation

Content Organization

Professional Communication

DELIVERABLES

✓ Website Project Case Study

✓ SEO-Optimized Website Copy

✓ Customer Storytelling

✓ Project Overview Content

✓ Challenge & Solution Narrative

✓ Product Highlight Copy

✓ Transformation Summary

TECHNOLOGIES & TOOLS USED

Google Docs

ChatGPT

SEO Research

Content Planning

Website Content Strategy

Construction Industry Research

NEXT STEPS

Want results like this for your business?

Tell me about your project — website design, SEO content, or a full marketing strategy. I'll reply with a clear plan and honest timeline.

Start a project →

941-769-0418

See more work

NEXT PROJECT

Bloom Digital Web Design Studio

View case study →

Let's build something worth clicking.

Currently taking on a handful of website & marketing projects for the next quarter.

abbyleggett9@gmail.com →

NAVIGATE

Work
About
Services
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ELSEWHERE

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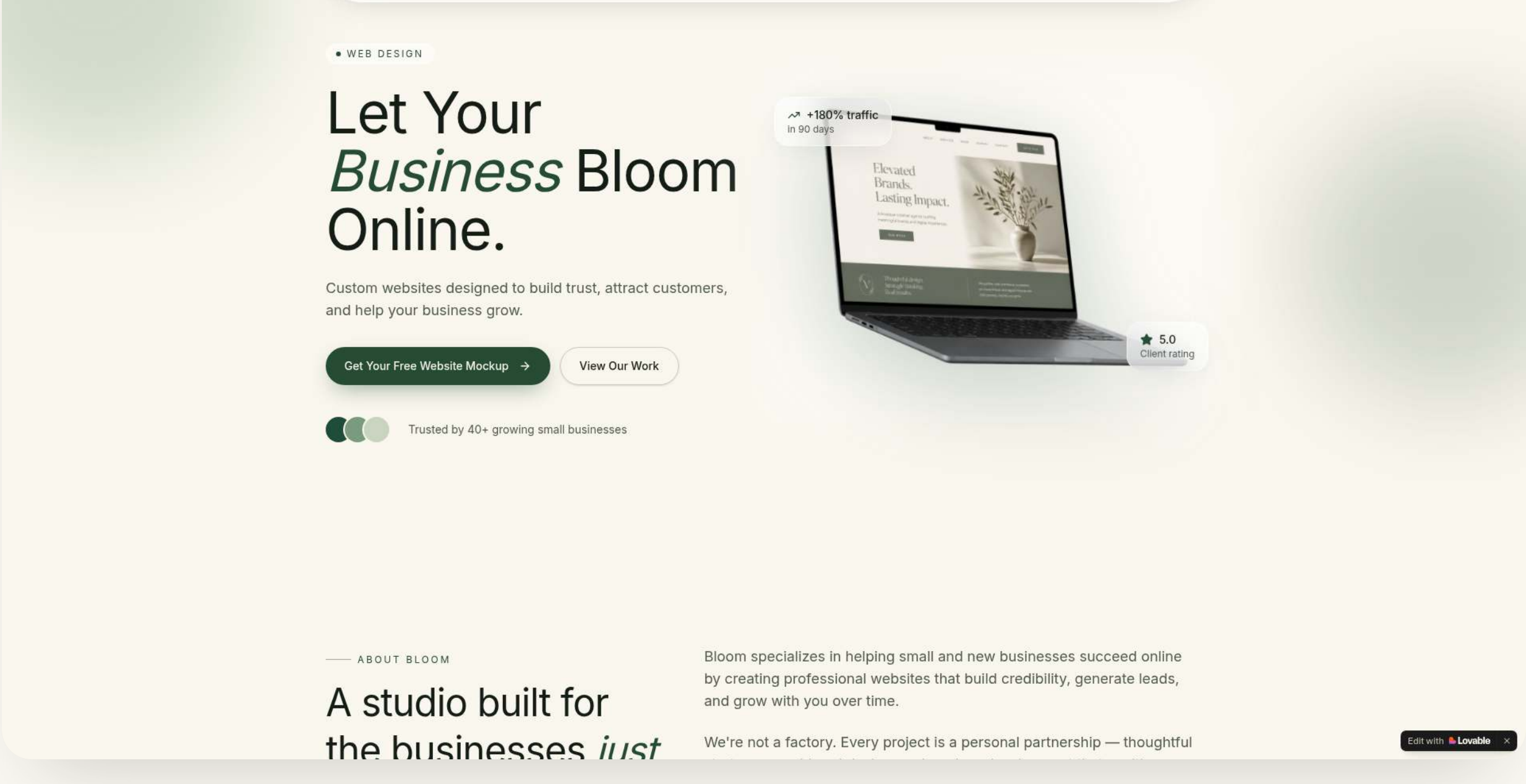
← Back to work

WEB DESIGN STUDIO · BRANDING · 2026

Bloom Digital Web Design Studio

A full website and brand presence for a web design studio built to help small and new businesses look established online — clear services, proof, and a free-mockup offer that drives inquiries.

- Website Design
- Website Copywriting
- Branding
- SEO
- Content Strategy



OVERVIEW

Bloom Digital is a small web design studio specializing in helping small and new businesses succeed online. I designed and wrote the studio's website end to end — positioning it as a personal, craft-driven partner rather than a template factory, with services, proof, process, and a lead-generating free mockup offer.

CLIENT GOALS — Position Bloom as a personal studio, not a website factory — Explain four services clearly: web design, SEO, maintenance, and branding — Build trust quickly with proof, ratings, and real client work — Turn visitors into inquiries with a free website mockup offer — Answer pricing and timeline questions before they become objections	THE CHALLENGE New business owners shopping for a website are price-sensitive and skeptical. The site had to feel premium enough to justify custom design while staying approachable, and it needed to answer the practical questions — cost, timeline, revisions, maintenance — without a sales call.
MY STRATEGY The homepage leads with an outcome-driven headline and a low-friction offer, then stacks credibility: launched-site count, a 5.0 average rating, and selected client work. Services are broken into four scannable cards, a six-point 'why Bloom' grid handles objections, and a four-step process (Discovery, Design, Development, Launch) makes the engagement feel predictable. Testimonials and an FAQ close the remaining gaps.	FINAL OUTCOME Bloom now has a site that does the selling: it communicates specialism, showcases real launched websites, and converts browsers into free-mockup requests — giving a young studio the credibility of a much larger agency.

STRATEGY CATEGORIES

01 Web Design Custom, conversion-focused websites crafted around the brand and its customers — never a template.	02 SEO On-page and technical SEO that helps the right people find the business on Google.	03 Website Maintenance Ongoing updates, security, and performance care so the site stays sharp after launch.
04 Branding Logos, palettes, and visual systems that give a young business a polished identity.		

PROJECT EXECUTION

01	Discovery Learn the business, goals, and audience, then map the strategy.
02	Design Custom visuals crafted to reflect the brand and convert visitors.
03	Development Modern, fast, mobile-first build with SEO baked in from day one.
04	Launch Ship, monitor, and hand over a site that's ready to grow.

FEATURED PRODUCTS

Lumen & Oak Photography Web Design · Portfolio	Romano & Daniel Construction Web Design · SEO	D's Trees & Landscaping Web Design · SEO
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DESIGN HIGHLIGHTS

01 Outcome-led hero with a free website mockup offer	02 Trust bar: 40+ small businesses served	03 Four clearly scoped service cards
04 Six-point differentiator grid handling objections	05 Selected work gallery linking to live client sites	06 Four-step process from discovery to launch
07 Client testimonials with names and roles	08 FAQ covering cost, timeline, revisions, and SEO	09 Mobile-first responsive layout throughout
10 Soft, editorial brand palette and typography		

BRAND COLOURS

Soft Ivory #FBF9F6	Petal Blush #E8CFD3	Bloom Rose #B2586A	Deep Plum #2A1E24
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SEO IMPROVEMENTS — Ranking gains for small business web design — Ranking gains for custom website design studio — Ranking gains for affordable website design for new businesses — Ranking gains for web design and SEO services	COPYWRITING EXAMPLES HERO "Let your business bloom online." HERO SUB "Custom websites designed to build trust, attract customers, and help your business grow." ABOUT "A studio built for the businesses just getting started." SERVICES "Everything you need to look established online." WHY BLOOM "The details that make the difference." CTA "Get your free website mockup."
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NEXT STEPS

Want results like this for your business?

Tell me about your project — website design, SEO content, or a full marketing strategy. I'll reply with a clear plan and honest timeline.

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See more work

NEXT PROJECT

Buddy's Bagels Marketing Growth Strategy

View case study →

← Back to work

MARKETING STRATEGY • BRAND GROWTH • 2026

Buddy's Bagels Marketing Growth Strategy

A comprehensive marketing strategy presentation developed to help Buddy's Bagels increase brand awareness, customer engagement, community involvement, and long-term customer retention through creative campaigns and digital marketing initiatives.

- Digital Marketing Strategist
- Market Research
- Campaign Planning
- Content Strategy
- Brand Development
- Presentation Design
- Creative Ideation
- Customer Engagement Strategy



OVERVIEW

For this project, I developed a professional marketing proposal presenting ten creative growth initiatives for Buddy's Bagels. Rather than focusing on paid advertising alone, the strategy combined social media trends, community engagement, customer retention, user-generated content, and experiential marketing to create sustainable brand growth.

CLIENT GOALS

- Increase brand awareness
- Drive repeat customers
- Encourage user-generated content
- Strengthen community involvement
- Improve customer loyalty
- Create highly shareable social media content
- Differentiate Buddy's Bagels from competitors

THE CHALLENGE

The presentation needed to demonstrate my ability to analyze a local business, identify marketing opportunities, and build strategic campaigns that align with the company's personality and customer base.

MY STRATEGY

I built a collection of innovative initiatives spanning content and social trends, interactive activations, community engagement, campaign concepts, and retention programs — each tied to a clear business outcome.

FINAL OUTCOME

This project showcases my ability to think strategically beyond design by developing actionable marketing initiatives tailored to a real business. It highlights my skills in campaign ideation, brand strategy, customer engagement, and presenting professional marketing recommendations in a polished, client-ready format.

STRATEGY CATEGORIES

01

Content & Social Media Trends

Leveraging viral food trends, engaging video content, and shareable social media concepts to increase online visibility and organic engagement.

02

Interactive Challenges & Activations

Developing memorable customer experiences through creative in-store promotions, contests, and limited-time challenges designed to generate excitement and word-of-mouth marketing.

03

Community Engagement

Building stronger local connections through partnerships, community events, and neighborhood-focused initiatives that reinforce Buddy's Bagels as a community staple.

04

Marketing Campaign Concepts

Creating unique campaign ideas designed to attract new customers while strengthening relationships with existing ones through storytelling and creative branding.

05

Customer Retention

Developing loyalty-focused strategies including review generation, repeat customer incentives, and programs that encourage long-term customer engagement.

FEATURED MARKETING IDEAS

🥯 Stuffed Bagels

+

🍕 Pizza Bagels

+

📱 Trend Replication Content

+

🗺️ Bagel Flight Boards

+

🏖️ Beach Bagel Pop-Ups

+

📱 The Carb Coma Challenge

+

👥 Customer Creation Challenge

+

📍 New York vs. Sarasota Campaign

+

★ Google Reviews Program

+

👤 The Regulars Loyalty Program

+

SKILLS DEMONSTRATED

- Marketing Strategy
- Campaign Development
- Creative Thinking
- Brand Positioning
- Social Media Marketing
- Consumer Psychology
- Content Marketing
- Community Marketing
- Presentation Design
- Customer Retention
- Digital Marketing
- Market Research
- Creative Copywriting

DELIVERABLES

✓ Marketing Strategy Presentation

✓ Campaign Concepts

✓ Social Media Content Ideas

✓ Community Marketing Plan

✓ Customer Retention Strategies

✓ Brand Growth Recommendations

TECHNOLOGIES & TOOLS USED

- Google Slides
- Canva
- Google Docs
- ChatGPT
- Market Research
- Content Strategy
- Brand Analysis
- Creative Planning

BRAND COLOURS

Ink Black
#000000

Midnight Navy
#12233A

Deep Blue
#1E3A5F

Golden Yellow
#E7B75F

NEXT STEPS

Want results like this for your business?

Tell me about your project — website design, SEO content, or a full marketing strategy. I'll reply with a clear plan and honest timeline.

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See more work

NEXT PROJECT

Design Craft Homes Website Design

View case study →

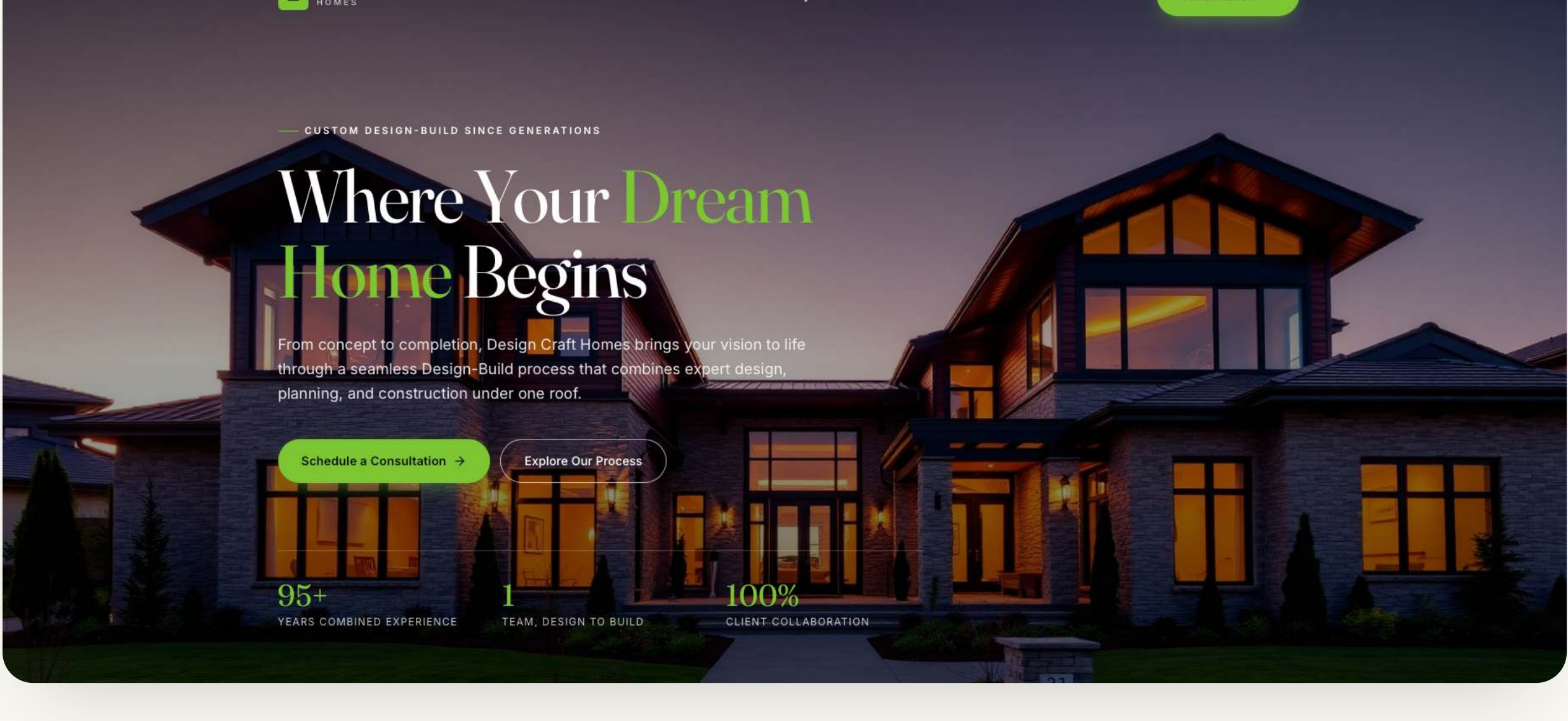
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WEBSITE DESIGN • WEBSITE COPYWRITING • 2026

Design Craft Homes Website Design

A modern, conversion-focused website designed for a luxury custom home builder. The project focused on creating a clean, professional online presence that showcases craftsmanship, builds credibility, and encourages potential homeowners to schedule consultations.

- Website Designer
- UX/UI Designer
- Website Copywriter
- Content Strategist
- SEO Planning
- Visual Designer
- User Experience Design
- Responsive Web Design



OVERVIEW

I designed and developed a custom website for Design Craft Homes with the goal of elevating the company's online presence and creating a seamless experience for prospective clients. The site showcases the company's portfolio, communicates its commitment to quality craftsmanship, and guides visitors toward contacting the business — balancing beautiful visuals with strategic calls-to-action so the website functions as both a marketing tool and a lead-generation asset.

CLIENT GOALS

— Establish trust and credibility

— Showcase custom home projects

— Highlight the company's craftsmanship

— Improve navigation and user experience

— Generate qualified homeowner leads

— Create a premium luxury brand image

— Perform well across desktop and mobile devices

THE CHALLENGE

The company needed an online presence that matched the quality of its builds — one that could earn the trust of high-intent homeowners while keeping completed homes, not the interface, at the center of attention.

MY STRATEGY

The website was designed with a clean, modern aesthetic that reflects the quality and attention to detail found in Design Craft Homes' work. Large imagery, generous white space, elegant typography, and subtle animations create an elevated browsing experience while allowing completed homes to remain the primary focus. Every design decision was made to reinforce professionalism, communicate trust, and make it easy for visitors to learn about the company and request a consultation.

FINAL OUTCOME

The finished website provides Design Craft Homes with a polished digital presence that reflects the quality of its craftsmanship and professionalism. By combining modern design, intuitive navigation, compelling copywriting, and strategic calls-to-action, the site serves as a powerful marketing tool that builds trust with prospective homeowners and supports long-term business growth.

STRATEGY CATEGORIES

01

Responsive Design

Optimized for desktop, tablet, and mobile devices with a consistent user experience across all screen sizes.

02

Portfolio Showcase

A visually engaging project gallery that highlights completed custom homes through high-quality imagery and clean layouts.

03

Conversion-Focused Layout

Strategically placed calls-to-action encourage visitors to request consultations and learn more about the company's services.

04

Brand Identity

A polished visual style that reflects the premium nature of the Design Craft Homes brand.

05

User Experience

Intuitive navigation, clear page hierarchy, and organized content make information easy to find.

06

Performance & SEO

Built with SEO-friendly structure, optimized content organization, and fast-loading layouts to support long-term visibility.

FEATURED PRODUCTS

Home

Hero imagery and a clear value proposition

About

Company story, values, and craftsmanship

Services

Organized service offerings and process

Portfolio

Completed custom home highlights

Project Gallery

Full-width imagery of finished builds

Contact

Consultation request and lead capture

DESIGN HIGHLIGHTS

01 Luxury-inspired layout	02 Large hero imagery	03 Clean typography
04 Minimal color palette	05 Responsive mobile experience	06 Interactive hover effects
07 Strategic call-to-action placement	08 Organized service sections	09 Project gallery
10 Contact conversion section		

SKILLS DEMONSTRATED

- Website Design
- UX/UI Design
- Responsive Design
- Website Copywriting
- SEO Strategy
- Visual Hierarchy
- Wireframing
- Conversion Optimization
- Content Strategy
- Brand Identity
- User Experience
- Modern Web Design

DELIVERABLES

✓ Fully Designed Website

✓ Responsive Mobile Design

✓ Website Copywriting

✓ SEO-Friendly Structure

✓ Portfolio Layout

✓ Contact & Lead Generation Pages

✓ User Experience Design

TECHNOLOGIES & TOOLS USED

- Lovable AI
- Figma
- HTML & CSS Principles
- Responsive Design
- SEO Best Practices
- ChatGPT
- Content Strategy
- UI/UX Design

BRAND COLOURS

Ivory

#F5F2ED

Warm Stone

#C9BFB2

Charcoal

#2B2B2B

Ink

#12100E

NEXT STEPS

Want results like this for your business?

Tell me about your project — website design, SEO content, or a full marketing strategy. I'll reply with a clear plan and honest timeline.

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Hercules Curbing Website

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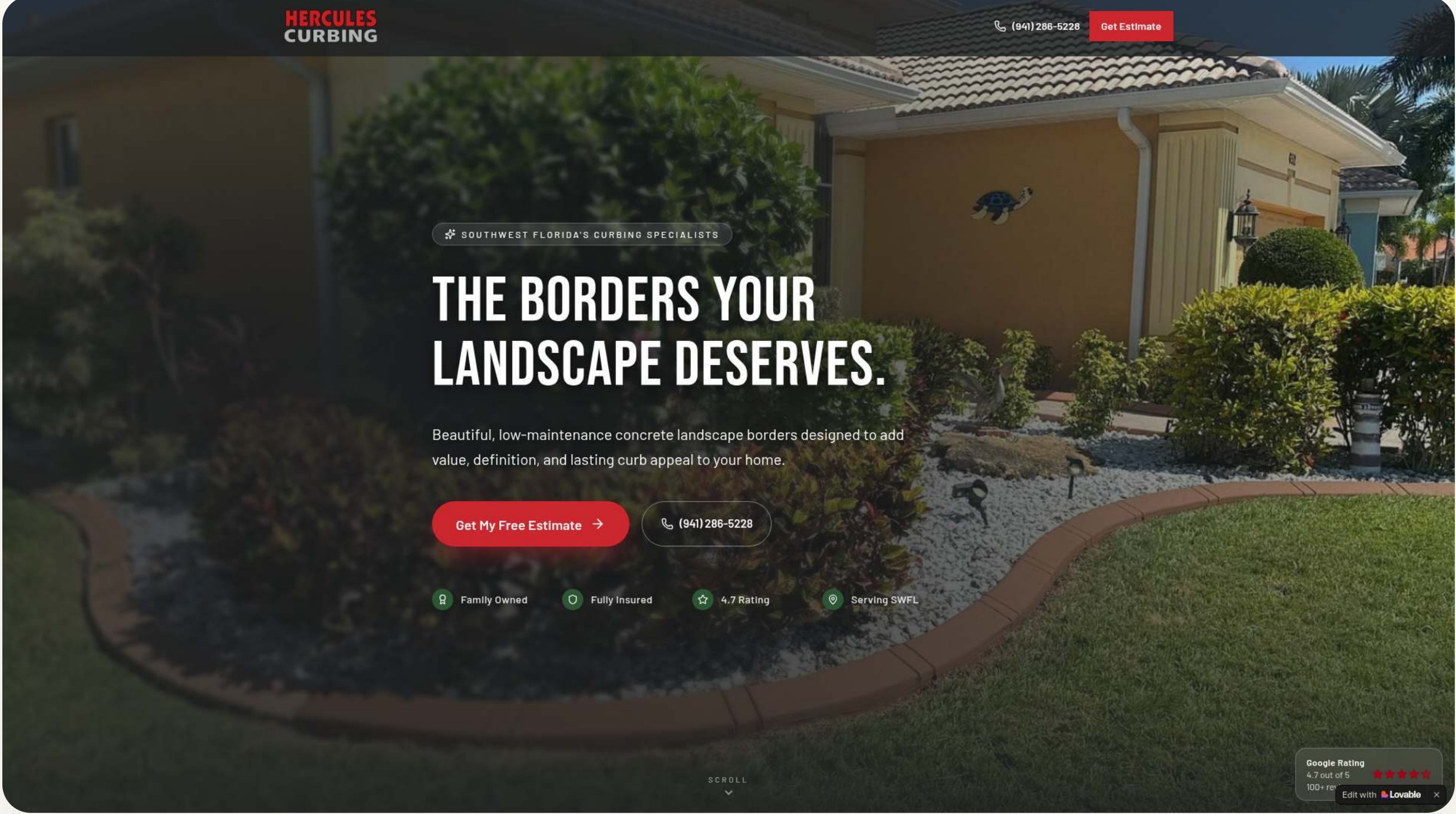
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WEBSITE DESIGN • SEO • COPYWRITING • 2026

Hercules Curbing Website

A polished website for a Southwest Florida decorative concrete curbing company, built to showcase finished work and turn homeowners into free-estimate requests.

Website DesignSEOWebsite CopywritingLocal SEO



OVERVIEW

Hercules Curbing is a family-owned decorative concrete curbing company serving Southwest Florida. The site was designed to highlight the transformation curbing brings to a home's curb appeal, communicate trust quickly, and make requesting a free estimate effortless.

CLIENT GOALS

- Showcase finished curbing, stone and landscaping projects with real photography
- Establish trust immediately — family owned, fully insured, 4.7 star rating
- Make the free estimate the clear next step on every screen
- Rank locally for decorative concrete curbing searches across SWFL
- Deliver a fast, fully responsive experience for mobile homeowners

THE CHALLENGE

Homeowners searching for curbing rarely know what's possible or who to trust. The site needed to educate visitors on the benefits of concrete curbing over plastic edging while making a small family business feel established and professional.

MY STRATEGY

The design leads with full-bleed photography of finished Florida yards, paired with confident headline typography and a persistent call to a free estimate. Service pages break out curbing, stone installation and complete landscaping, and a benefits section answers the 'why concrete curbing?' question with plain-language reasons. Location and service-area language was woven through the copy to support local search.

FINAL OUTCOME

Hercules Curbing now has a premium digital presence that matches the quality of its installs — a gallery-driven site that educates homeowners, builds trust on first visit, and funnels visitors to a free estimate.

DESIGN HIGHLIGHTS

01	Full-bleed hero photography of real Florida yards	02	Trust badges: family owned, fully insured, 4.7 rating	03	Free estimate CTA on every section
04	Service breakdown: curbing, stone, complete landscaping	05	'Why concrete curbing?' education section	06	Recent work gallery grid
07	Click-to-call phone number for mobile visitors	08	Local SEO copy for Southwest Florida service areas		

BRAND COLOURS

Warm Sand

#F3EFE7

Palm Green

#2F5D3A

Stone Grey

#8C8880

Ink Black

#141414

SEO IMPROVEMENTS

- Ranking gains for decorative concrete curbing southwest florida
- Ranking gains for landscape curbing near me
- Ranking gains for concrete landscape borders
- Ranking gains for rock and stone installation SWFL

COPYWRITING EXAMPLES

HERO

"The borders your landscape deserves."

ABOUT

"Beautiful homes start with beautiful borders."

BENEFITS

"One upgrade. A dozen good reasons."

GALLERY

"Finished projects around SWFL."

NEXT STEPS

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Lumen & Oak Photography Website

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