



## WATER DOCTORS INTERNATIONAL, INC.

Water Doctors is the industry leader in Diagnosis and repair of automotive wind noises and water leaks, providing onsite service with a fleet of technicians across the U.S. Water Doctors offers services in 23 states by a collection of 16 franchisees and 13 sub-contractors.



### BUDGET

\$10,000

### SERVICES PROVIDED

UI/UX Design  
Responsive Wordpress Site  
SEO & Web Maintenance

### 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

While undergoing an acquisition, the new owners of Water Doctors decided they want to update the website they currently presented with. The old site was a desktop responsive site, but did not react fully with mobile, creating a difficult experience. The styling of the old site was very outdated, looking like a traditional html site, and unfitting of the 2019 online marketplace.

### OUR SOLUTION

We rebuilt the Water Doctors website from the ground up on a responsive and SEO integrated web platform, allowing for a more modern site to be readily built and managed. We rehailed the general visual design of the site, carrying over the branding of the logo in a more consistent and appealing way to give the site a fresh feel. Water Doctors hopes to convert traffic to partnerships with car dealerships, so we worked together to make copy and user flow target and appeal to that market.



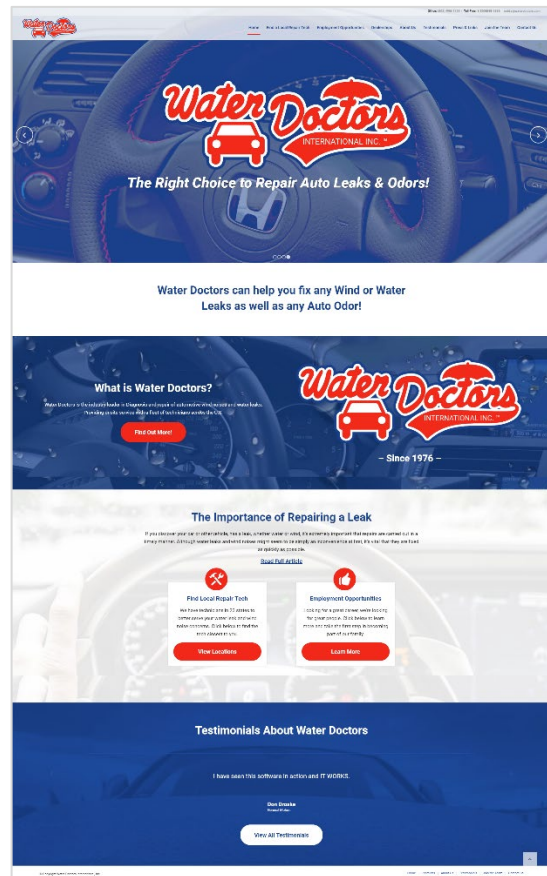
# Water Doctors International, Inc. Case Study

## RESULTS

**Old Website:** Big empty white space, laid out like an old html website, branding wasn't entirely consistent. Extra pages that don't pertain to the business itself and information on what Water Doctors do wasn't entirely accessible.



**New Website:** Modern styling, parallaxing backgrounds to create visual interest, and guided experience to direct users towards information more efficiently. Call to actions to attract attention and consistent branding pulled throughout the website for a cohesive experience.



227 Third Street  
Marietta, OH 45750



Toll Free  
866.280.2237



info@paradynamix.com  
www.paradynamix.com