

desktop**studio*** Shaver Orthodontics

Case Study

Shaver Orthodontics

Client: Shaver Orthodontics

Sector: Specialty Dentistry

Description: Website

The challenge

Shaver Orthodontics is a top provider of orthodontic treatment in the East Denver and Aurora, Colorado markets.

Shaver Orthodontics main target markets: students aged 14 to 19 and adults. Its website had become outdated and required a fresh new look along with new product information.

desktopstudio* in conjunction with Marketingworx successfully pitched for this work, which had the following parameters.

- * The new website needed to project the high standards of practice offered at Shaver Orthodontics
- * It had to appeal equally to the target audiences
- * Its large size meant that ease of navigation was essential
- * It had to facilitate ease of updating

The solution

- * Working closely with Marketingworx, desktopstudio* simplified the content, making it more accessible to the target markets.
- * We established a new content management structure. This makes it easy for marketing staff to update the website.
- * Simple navigation provides users quick access to all areas of the website.
- * We incorporated testimonials of patients, education videos and staff videos along with the content.

The result

- * Shaver Orthodontics website is showcased on the Joomla.org website. Joomla is an open-source CMS. Current analytics indicate that the website is actively accessed by the main target markets of Shaver Orthodontics.

www.shaverorthodontics.com



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