

WEB ELECTRICAL

Website Design & Development - Case Study

Creating a modern digital presence for a local electrical contractor

📍 Bridgwater, Somerset, UK

📅 Made in 2023



1

About the Client

Industry: Electrical installation

Location: Bridgwater, Somerset

Website URL/link: <https://webelectrical.uk/>

Web Electrical is a Bridgwater-based electrical contractor specialising in residential, commercial, and industrial electrical services across Somerset. Founded by experienced electricians, the company is committed to delivering reliable, high-quality workmanship while maintaining a strong focus on safety, professionalism, and customer satisfaction.

As the business continued to grow, it needed a modern website that reflected the quality of its services, clearly communicated its expertise, and made it easy for prospective customers to learn more and get in touch.

2

The Challenge

Although Web Electrical had an established reputation for delivering high-quality electrical services, the business lacked a dedicated website to highlight its expertise and provide potential customers with an easy way to learn about its services online. Unlike the company's sister business, Web Scaffolding, Web Electrical had no standalone digital presence, making it more difficult for prospective clients to discover the business and make contact.

The objective was to create a modern, professional website that reflected the quality of the company's workmanship while building on the strengths of its existing online presence. A key requirement was to provide more comprehensive information about the services offered, allowing visitors to better understand the business's capabilities and helping establish trust before making an enquiry.

The website also needed to make it as simple as possible for customers to get in touch through clear calls-to-action and an intuitive user experience across both desktop and mobile devices.

3

The Objectives

The main goal of this project was to design and develop a professional and informative website that accurately reflected the quality and reputation of Web Electrical while establishing a dedicated online presence for the business.

The key objectives for this project included the following:

- Design a modern, responsive website that provides an excellent user experience across desktop, tablet, and mobile devices.
- Clearly present the company's residential, commercial, and industrial electrical services through well-structured, informative content.
- Build trust with prospective customers by displaying the company's expertise, professionalism, and commitment to quality.
- Create a simple and intuitive navigation structure, making it easy for visitors to find information quickly.
- Encourage customer enquiries through prominent calls-to-action and easy-to-use contact methods.
- Develop the website with search engine optimisation (SEO) best practices in mind, providing a solid foundation for future organic growth.
- Ensure the website was fast, accessible, and easy to maintain for future updates.



My process

To achieve the project's objectives, I followed five key stages throughout the design and development process.



Planning:

Before the development began, I collaborated closely with the client through phone calls, emails & text messages to help understand their goals, target audience, as well as the services they wanted to highlight the most. One of the key focuses when creating the website was to showcase professionalism and trust while making it easy for prospective customers to navigate and enquire about Web Electrical's services.



Design:

The goal with design throughout this was to keep the website as clean, modern, and as professional as possible to reflect the nature of the electrical industry. All of the colours (such as the yellow and black), typography and imagery were selected to reinforce trust while maintaining consistency with the company's branding.



Development:

The Web Electrical website was developed using responsive web development techniques to ensure a consistent experience across desktop, tablet, and mobile devices. The service pages were designed to provide visitors with comprehensive information while presenting it in a clear, easy-to-read format that respected users' attention spans. Throughout the project, particular emphasis was placed on intuitive navigation, fast loading times, and an overall user-friendly experience for all.

While developing the website, these are the tools that I used:

- Visual Studio Code
- HTML
- CSS

As this was one of my earlier web development projects, I built upon my existing knowledge of HTML and CSS by researching solutions, referring to documentation, and learning new techniques throughout the development process to ensure the final website met the client's requirements.

A contact form was also implemented to provide visitors with a simple and convenient way to enquire about Web Electrical's services.



User Experience:

Navigation was one of the main parts of creating this website because I know how important it is to clearly outline the different sections of the website to people that may not know where each heading lies.

Clear CTA's (call-to-action(s)) were placed throughout the website as well which made it simple for customers to request a quote or make contact – regardless of the device they were currently using at the time.



SEO:

While content and information were at the forefront of my decisions throughout this project, SEO was also in the back of my mind because it helps search engines better understand the website and provides a strong foundation for future organic. Best practices I used for SEO included: logical page structure, headings & titles, optimised metadata, as well as a response design to provide strong technical foundation for better future search visibility.

5

Results

The project successfully delivered a modern, responsive website that established a dedicated online presence for Web Electrical. The finished website clearly displays the company's services, provides visitors with detailed information, and makes it straightforward for potential customers to get in touch.

Since launch, the website has been used as the company's primary online presence and has generated customer enquiries through its contact methods. While detailed analytics and conversion data were not available, the project achieved its primary objective of providing Web Electrical with a professional platform to promote its services and connect with prospective customers.

