

SPACES  
*By Helen*  
CASE STUDY

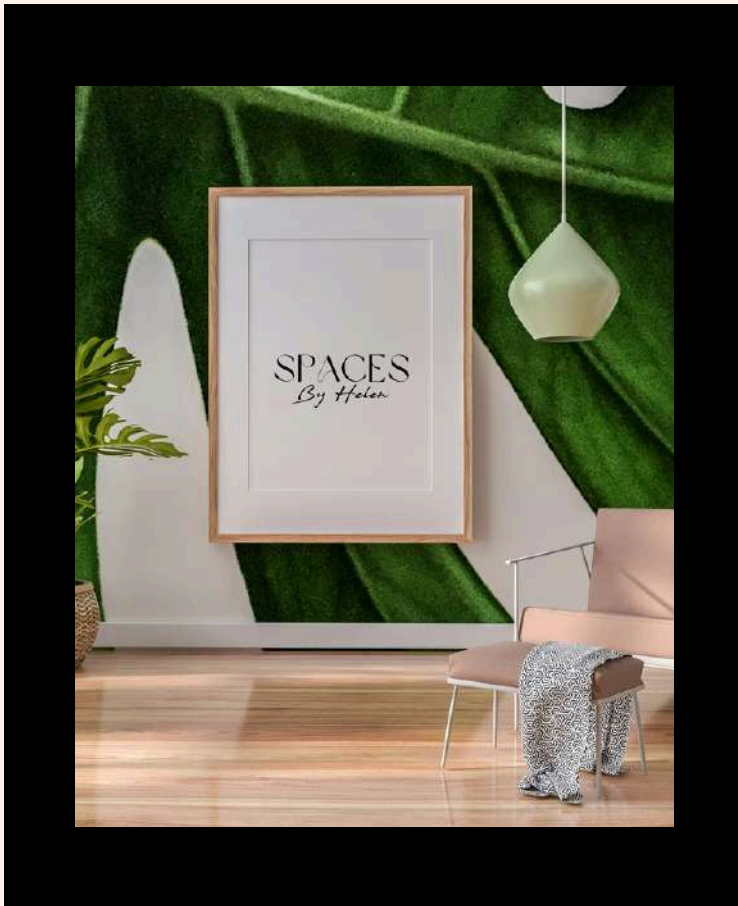




# About *Spaces*

Spaces by Helen is a professional organization business based in Chicago. Specializing in decluttering and optimizing spaces for functionality and appeal. The website serves as a primary touchpoint for potential clients, showcasing Helen's services, client testimonials, and insights on how to optimize space in your home or business.

# THE CHALLENGE

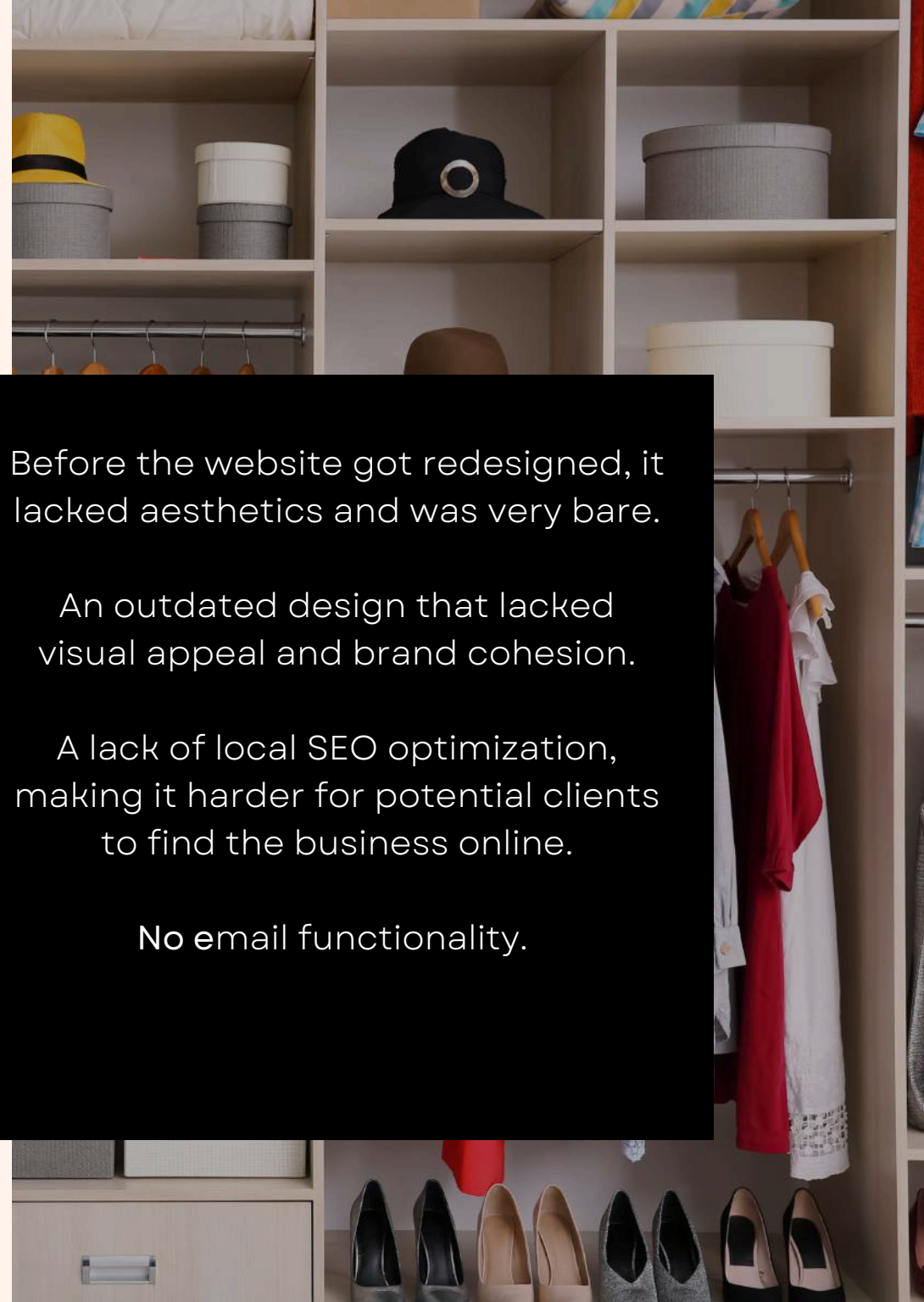


Before the website got redesigned, it lacked aesthetics and was very bare.

An outdated design that lacked visual appeal and brand cohesion.

A lack of local SEO optimization, making it harder for potential clients to find the business online.

No email functionality.



# The Solution

## **Site Mapping & Navigation:**

We restructured the website's layout to ensure a seamless experience, making it easier for visitors to explore services and book consultations. Created individual pages for each of her services so that users are able to solve specific problems regarding organization.

## **UI/UX Design Enhancement:**

A modern, minimalist design was introduced, aligning with the brand's colors. Created an easier navigation for users to find what they're looking for. We improved mobile responsiveness and optimized the layout for readability and engagement.

## **Content Migration & Copywriting:**

Existing content was refined for clarity and impact, while new sections were added to better communicate Helen's expertise and service offerings. Created more blogs with new content and keywords in order to start ranking more on.



# WEBSITE BEFORE REDESIGN



I am Helen, the passionate founder of Spaces, an Organization Company located in Chicago, IL that's committed to simplifying and enhancing your life.

At Spaces, our mission transcends mere decluttering and minimizing belongings. We are dedicated to assisting you in uncovering your genuine, authentic self while optimizing your space, time, and energy for the people and activities that truly bring you happiness. We recognize that parting with certain items can be challenging, but rest assured that Spaces will be there to support you throughout the entire process.

— Helen Hari — Spaces by Helen Owner

Contact Us

## Interested in scheduling a call?

Schedule a call with us today and get all the information you need right away to get started. We will provide you with all the details needed to get you started.

CONTACT US



# WEBSITE AFTER REDESIGN

SPACES  
*By Helen*

Home Decluttering Services Gallery Blog Contact

Schedule Today

”  
Among the  
highest-rated,  
most popular  
professionals...

80+  
HOURS ORGANIZED THIS YEAR

Rated Top Pro  
Customers rated this pro highly for professionalism, work quality, and responsiveness.

If you wish to make an apple pie from scratch, you must first invent the universe.

Our decluttering services help you create a more organized, stress-free space designed for your liking and well-being.

— Explore All Services



### Decluttering and Organizing

Transform your space into a stress-free environment with tailored solutions for your unique lifestyle and needs.



### Home Office Optimization

Enhance productivity and focus by creating a functional and organized workspace that works for you.



### Move-In and Move-Out Services

Simplify your transition by ensuring your belongings are packed, unpacked, and perfectly organized in your new space.

The Results

Is your brand looking  
to elevate its digital  
presence? Let's link!



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