



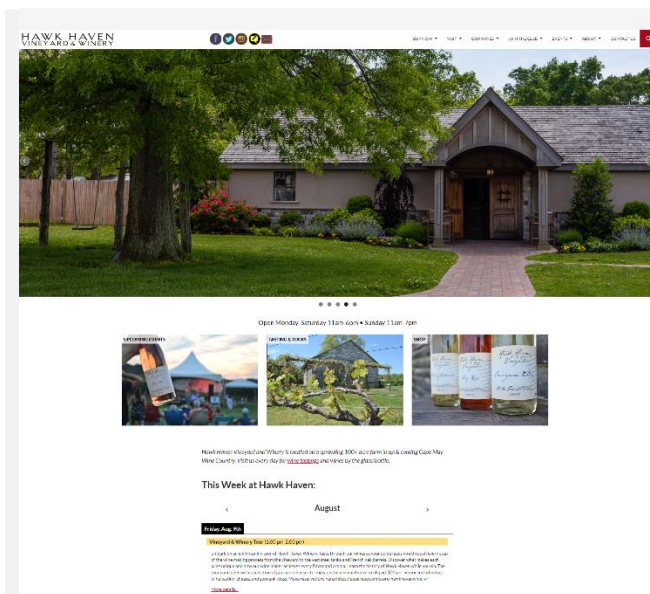
Case Study

Hawk Haven Vineyard

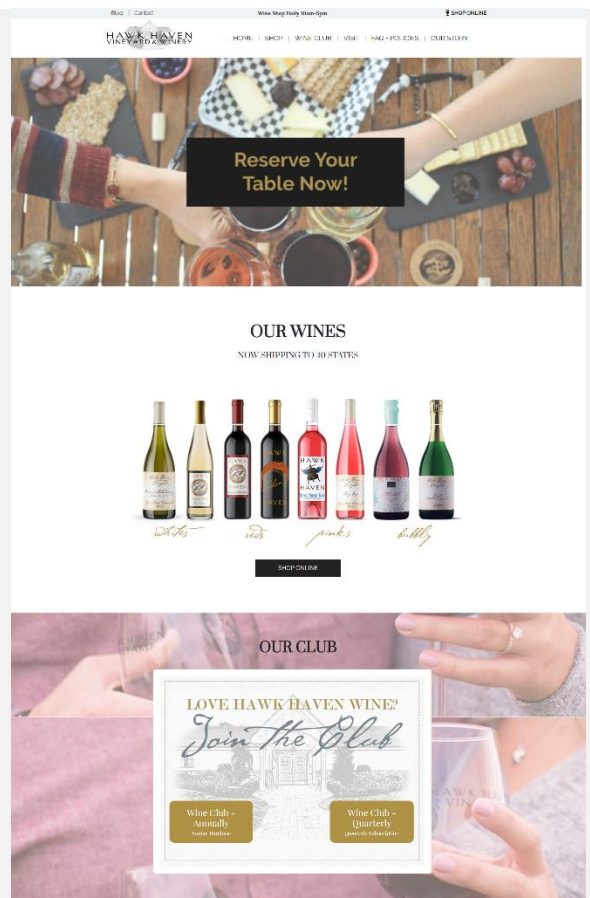
IC: Tim Stauning

End Client: Hawk Haven Vineyard
Website: <https://hawkhavenvineyard.com/>

CMS: WordPress



Before



After



Project - Hawk Haven Vineyard

Hawk Haven Vineyard & Winery is owned and operated by husband-and-wife team, Todd & Kenna Wuerker. The farmland has been in the Wuerker family since the 1940s when Todd's grandfather emigrated from Germany to start a family in Cape May County.

The Challenges



The Owner of small boutique winery/ vineyard in southern New Jersey contacted with the requirement of new site development, as existing site was not working for them in terms of selling their Products.

- ❖ The site developed using conventional methodologies making it difficult for the client to manage.

- ❖ Design of the site was outdated, so there was not enough traffic hence no engagement.
- ❖ Site loading speed was also a challenge. As per scores provided by the GT-Metrix it was ranked as B and performance was also an issue.
- ❖ They were looking for the service provider, who can do create a modern design keeping the intent in mind as a great selling website. Since this was an eCommerce site, another challenge was to integrate the website with third party service called VineSpring, because Vinespring is just a online store and was tough to build the complete website in this tool.

The first area of our engagement was do re-do their current website, an ecommerce site, which they would like iSigma to build.

Solution



Since the client was looking for some easy managed CMS ,including we decided to go with WordPress with various features like banners, blog, webforms, etc. iSigma design team came up with the spectacular design keeping the conversion architecture in mind.

With the efforts of 6-8 weeks finally we were able to deliver and host the site at client's server with great scores on GT-Metrix. Client was amazed to see the results and popularity of their website. Client found the backend of the site super easy to manage and update the content. iSigma team provided backend management training manual to help them manage each area of their website without any technical knowledge. Client can now spend more time on sales rather than on website maintenance. Client is receiving more than 50+ order or general enquires from the website per week.

Project Delivery

iSigma team came up with stunning design of the new website that was beyond the imagination of the client. New design uses Large images that was grabs the user's focus. Client was really impressed with the new look of the website. Each Product and its category were very well defined so user can reach to the shop page directly. Overall user flow of the site was seamless and easy to navigate. We have also used Third Party Calendar (Tockify) module to list all the latest event that Client was hosting.

Client's comments to the team after receiving the first order



"We are glad to inform you, that today we received the first order from the website. We can't express how exited we are to move to the next level of business with this great looking website. Thanks for your magic."

Todd and Kenna