Web Design Case Study

CAESURA COMMUNICATIONS
BY YVONNE YUEN

The Client

Matthews Seafood Market is both a restaurant and a market serving fresh seafood to the Cape May community since 2013. The owners have a loyal clientele and receive excellent reviews online.

The
Challenge

While Matthews has always had a website, it was not mobile optimized, and sections had fallen into disrepair over the years.

The website's color scheme of browns and olive greens felt dated and homelier than the more youthful and cosmopolitan vibe of the physical location.

Finally, the website lacked photography which would have added personality while enticing customers with delicious imagery.

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The Inspiration

The new website was inspired by the navy shirts that Tom and his team wears, and the Bebel Giberto style of music often heard at Matthews.
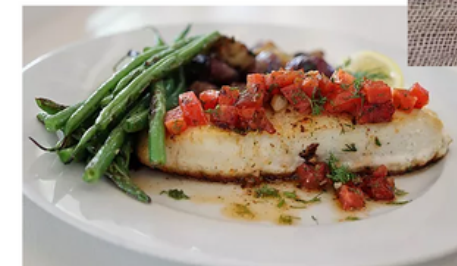
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The approach

The logo was redesigned in navy, dark gold, and white, and incorporated Restaurant in the name, not just Market.

A rich library of both the market's fresh seafood and the restaurant offerings was produced by Caesura through a custom photography session. The new photography is showcased in an editorial style layout.

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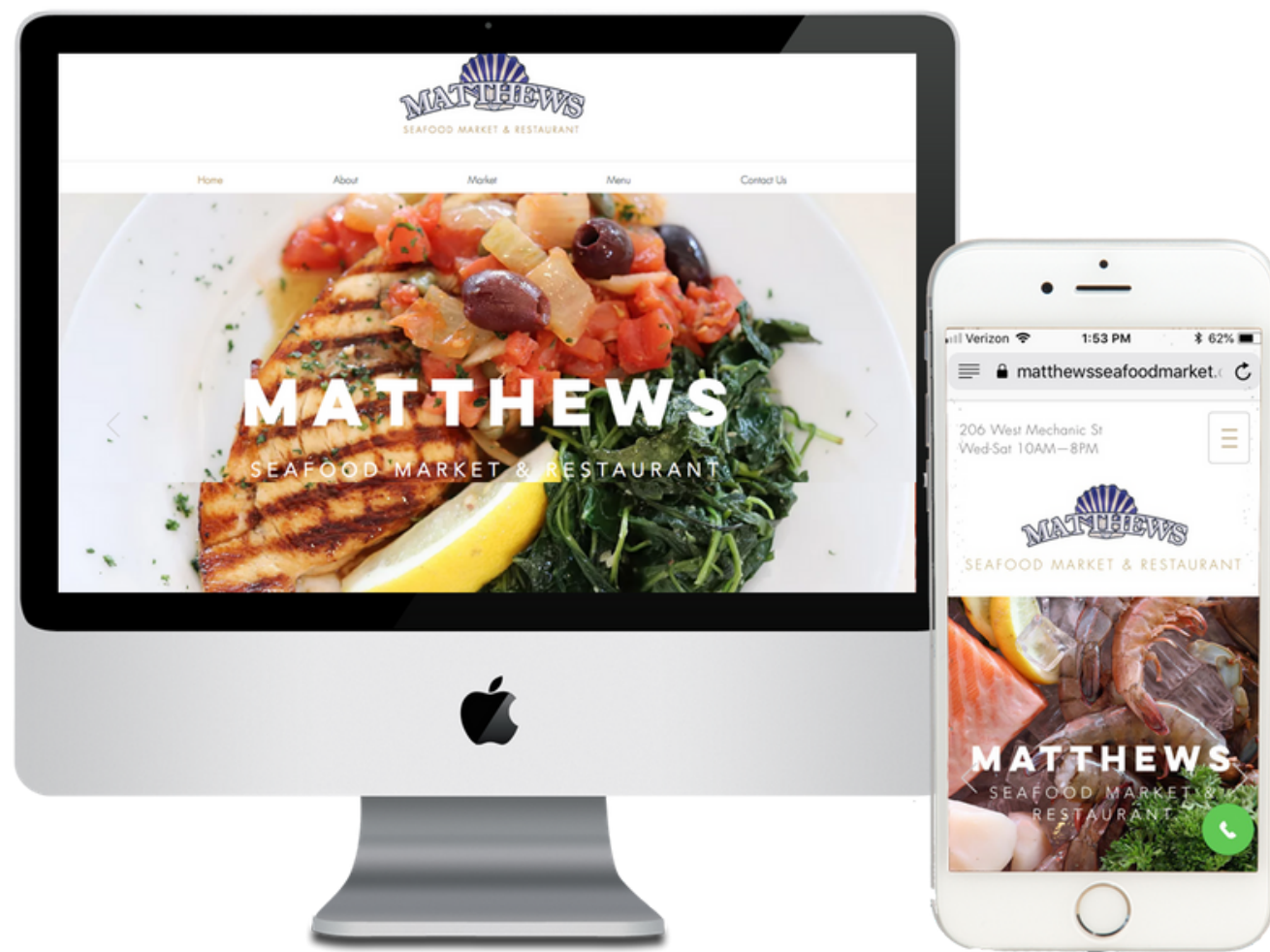The website is led by a carousel that automatically rotates between images of restaurant, market, and prepared foods.

Curated reviews are shown off throughout the website.

The menu is no longer in PDFs for downloading, which not only offers a better user experience, but enhances SEO too.

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The Result

Overall, the new website feels nautical and fresh, with younger, bolder sans serif fonts throughout.

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Project Timeline

STEP 1: One hour meeting to understand Matthews goals

STEP 2: Initial design, custom photoshoot, writing and build

STEP 3: First presentation of website to Matthews. Incorporate edits.

STEP 4: SEO and mobile version complete. Website published.

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The project started April 30 and the website delivered May 25

On budget

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"Yvonne was able to zero in on the essence of our business in a way that not even we were able to figure out; she showcased all the elements that matter to us, with exquisite pictures, and made the whole process a breeze. She is flexible and she takes every single project to which she commits as if it were the most important thing on her work desk.

Yvonne has a remarkable sensibility that makes her graphic designing unique and extraordinarily attuned to the product she is featuring. We are so happy we got to work with her and we are looking forward to more endeavors!"

Tom and Celia Matthews, Owners

CAESURA COMMUNICATIONS

Let's get social

Award winning digital marketer
Accredited project manager
Accredited web designer
Ten years of professional writing experience
Photographer and videographer
Specializes in hospitality and travel industry

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