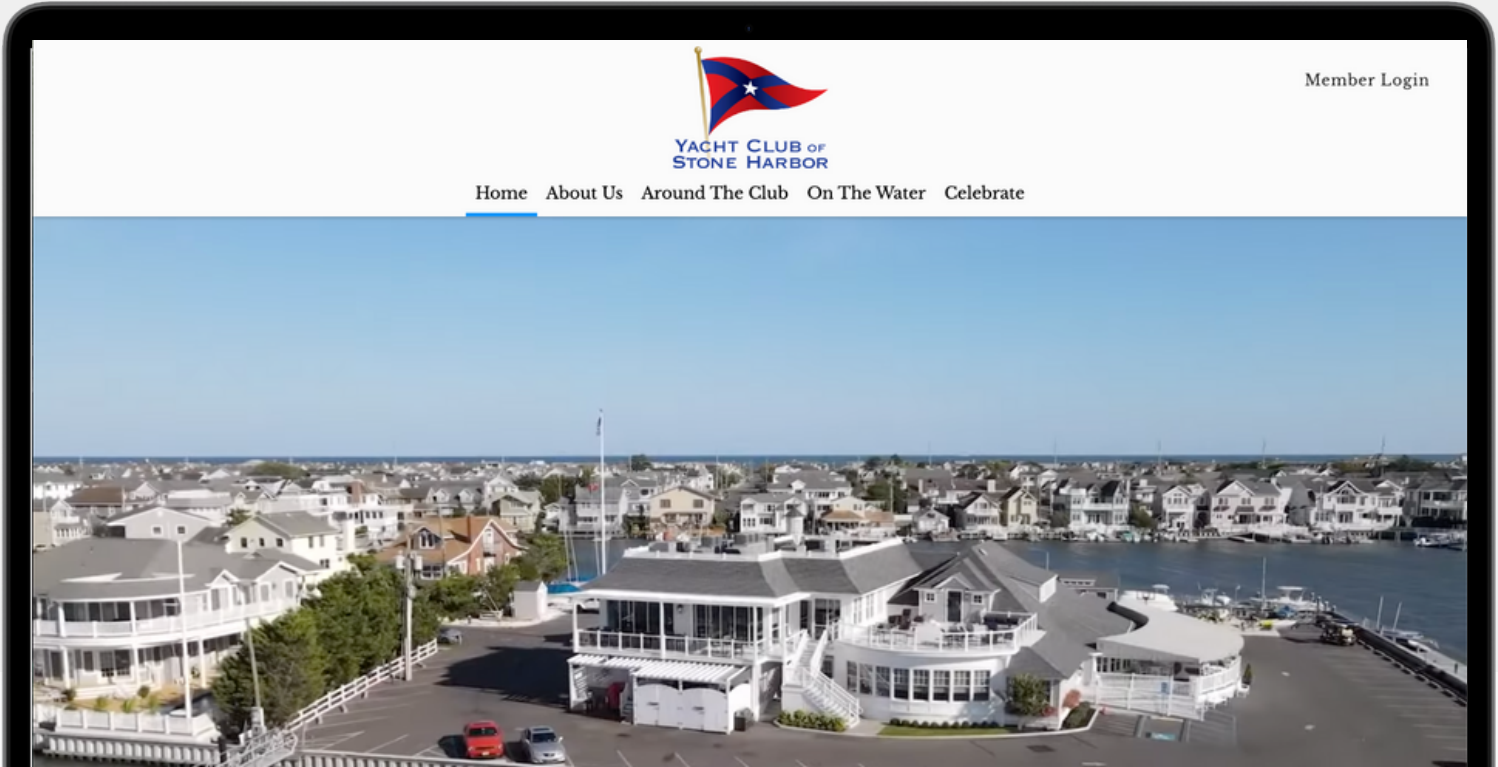




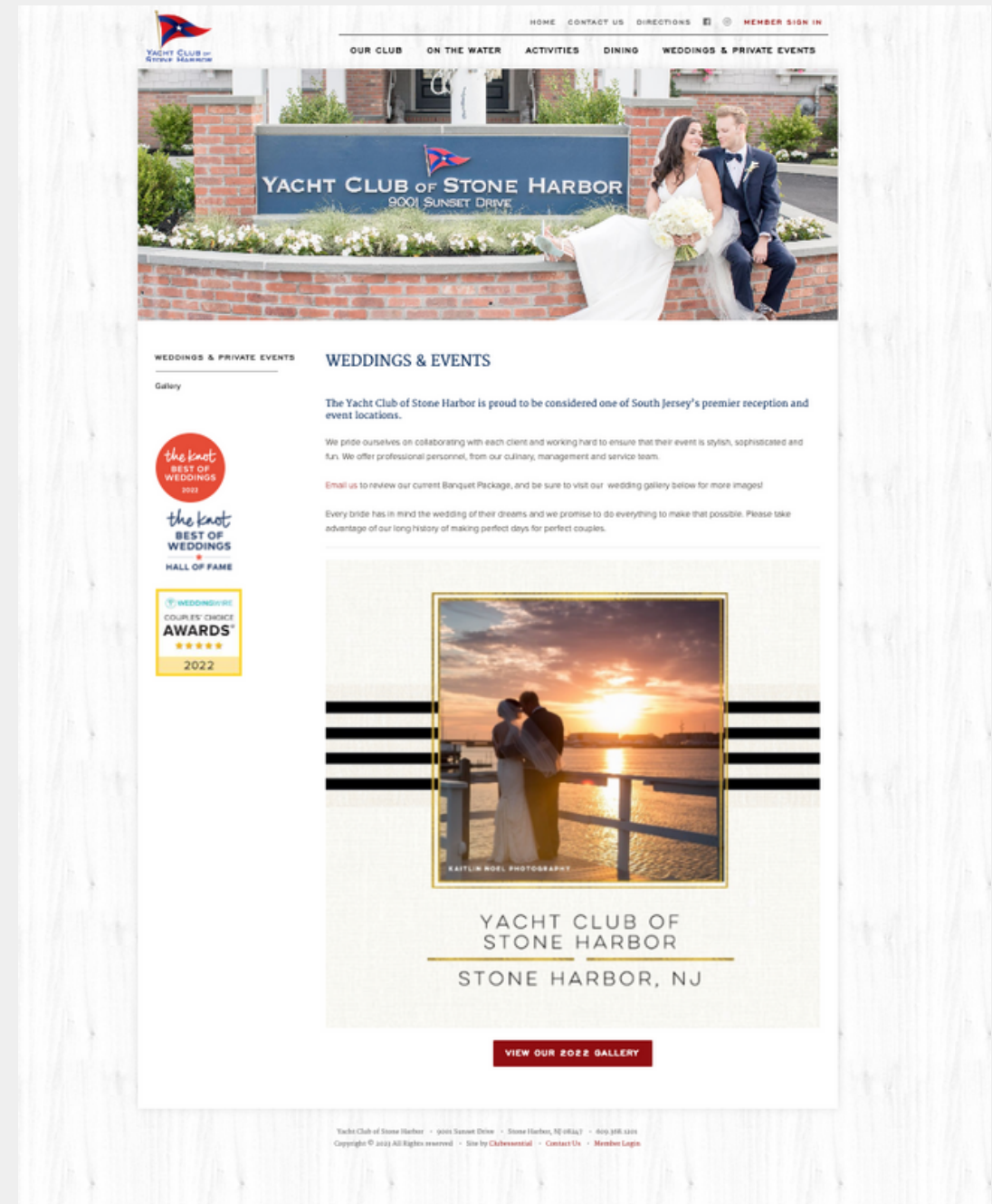
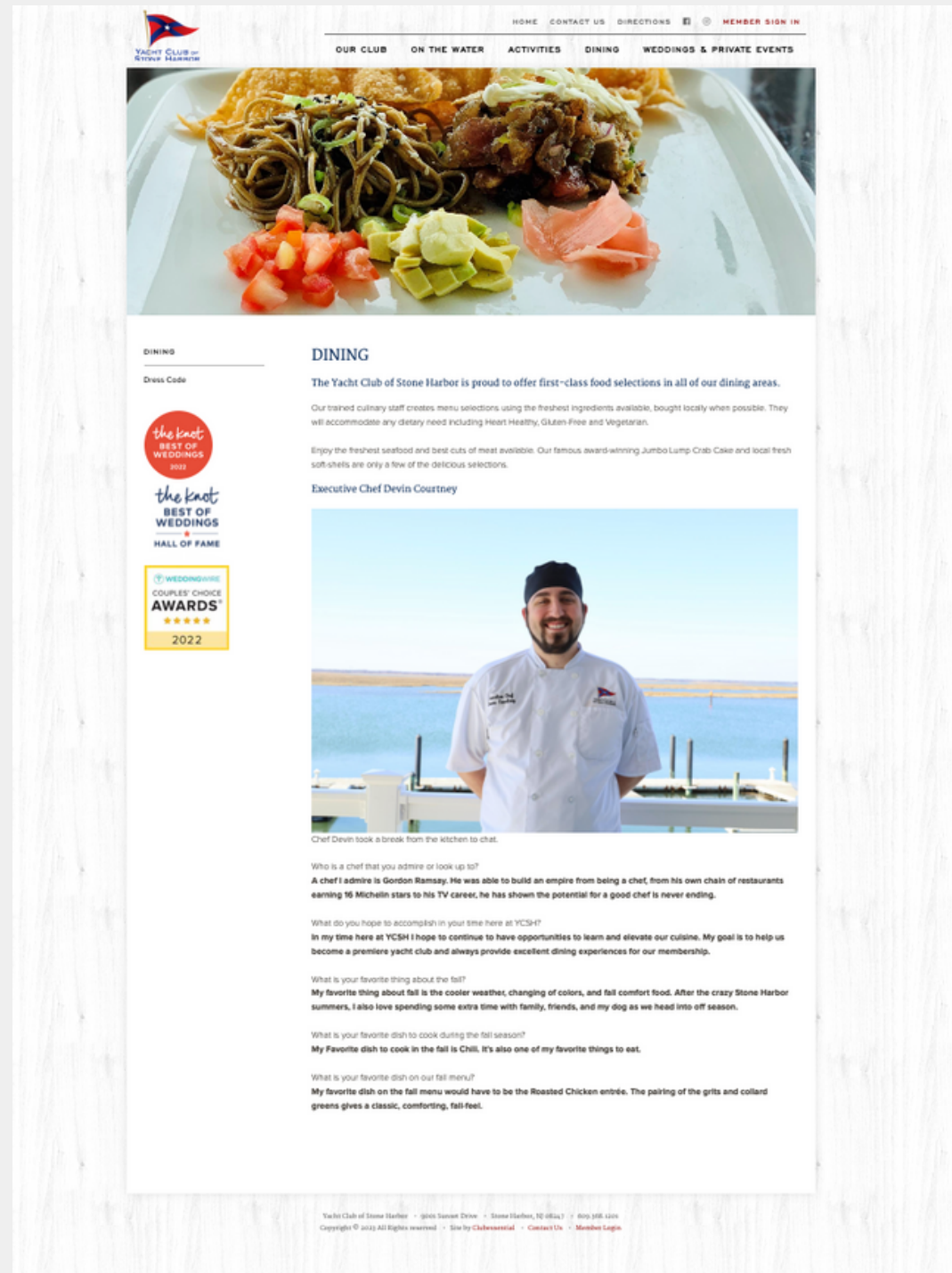
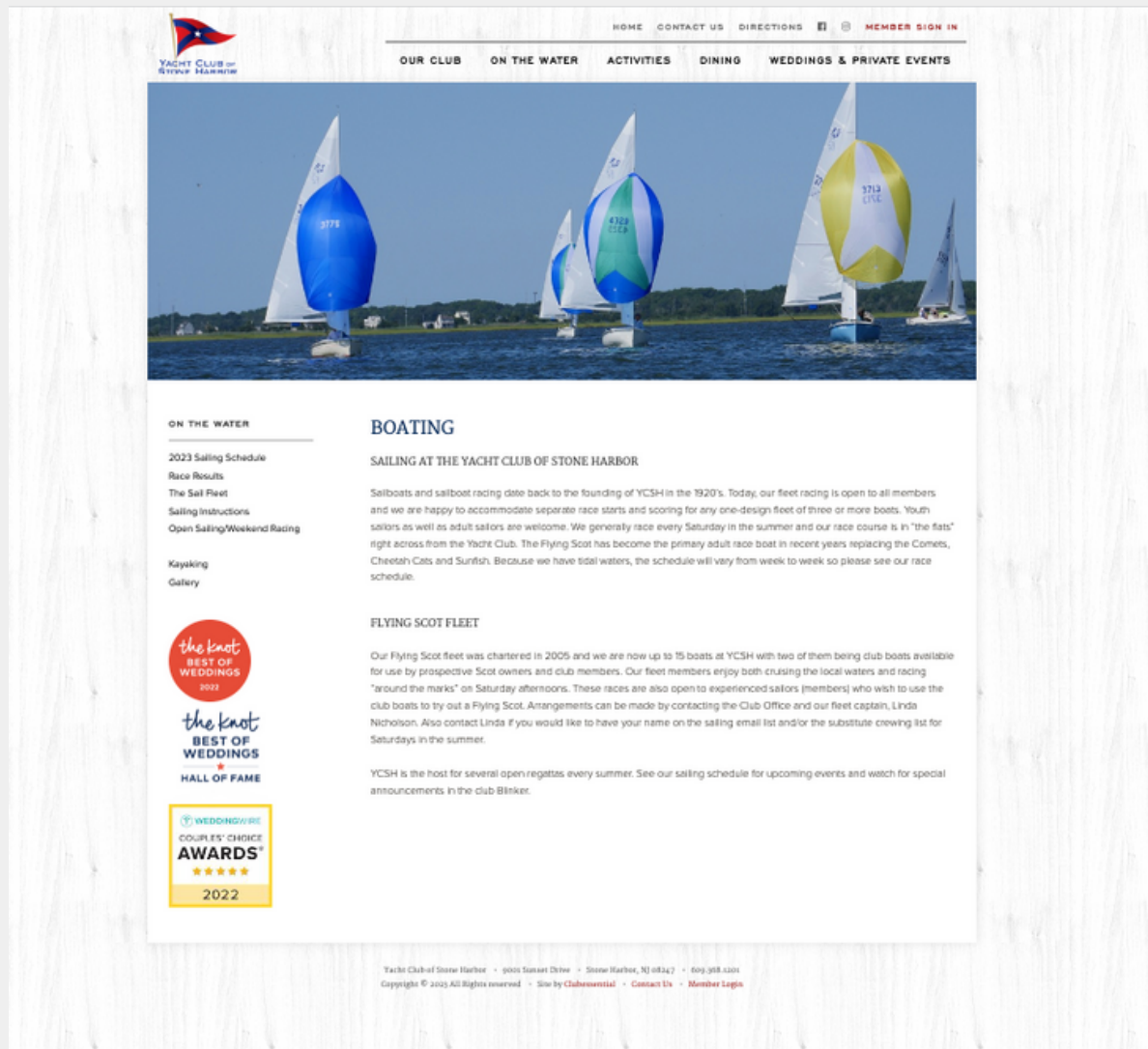
# Website Redesign



Yacht Club of Stone Harbor by Yvonne Yuen



# Before



# Before



- 01 Dated.  
The website had not been updated in years and the visual design felt very tired.
- 02 Difficult to navigate.  
Because the old navigation was not built to accommodate new data, information was disorganized throughout.
- 03 Poor public image.  
The inadequate website gave a poor first impression both to potential clients wanting to host an event at the Yacht Club, and also potential new members seeking information about joining.





CLIENT: Yacht Club of Stone Harbor

# Goals



Increase in web traffic

Non-members, but especially members referring to the website more because it's easy to navigate, accurate, attractive, and useful.

Increase in event inquiries

More bookings because the site showcases the beautiful space, the expertise of the staff, and compelling reviews from previous events.

Positive reception by all

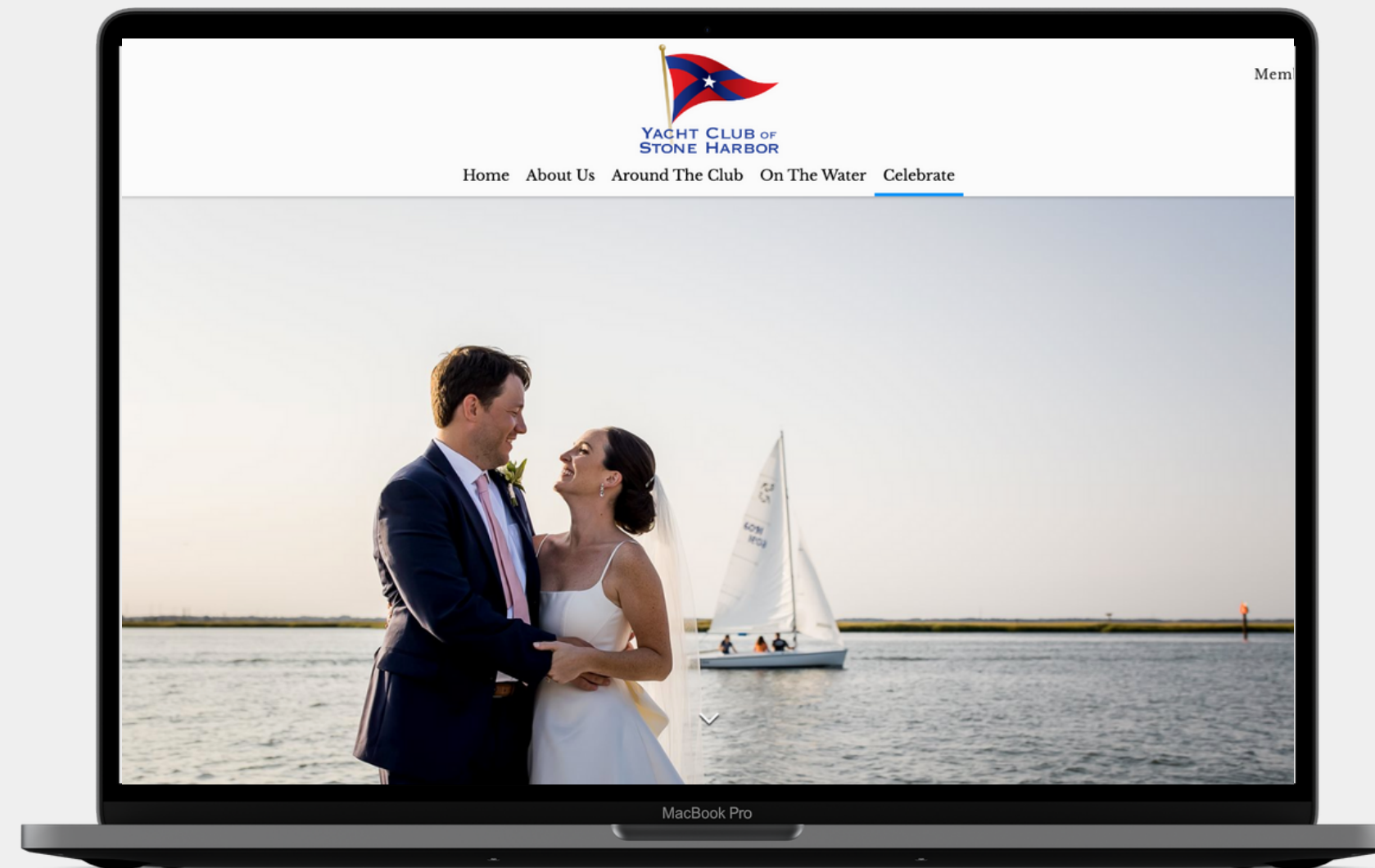
Members and staff both responding positively to the new website because it has modernized and digitized crucial services.



CLIENT: Yacht Club of Stone Harbor

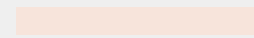
## The New Design

After eight months of collaboration with the staff and board of the Yacht Club, and with the technical build by Jonas Club Software, we launched the new website: [ycsh.org](https://ycsh.org)



- 01 A new navigation and completely new sitemap which properly delineated public versus member info.
- 02 A new color palette, new layout, and new photography throughout.
- 03 New functionality to offer modern online services to members.





"Yvonne, we are up and running and smooth sailing! We have received a remarkable response from our membership so far. It looks great and works great too! Thank you, thank you, THANK YOU for your tremendous effort and keeping us on track. I truly appreciate everything you have done to make this successful for our team."

Jackie Barnes  
Food and Beverage Director  
Yacht Club of Stone Harbor