



# Web Development & Optimization for Interior Designer

## PROJECT DETAILS

 Web Development

 Sep. 2018

 Less than \$10,000



*"She's also available and fairly easy to reach. She's very accommodating."*

## PROJECT SUMMARY

Perpetual Solution developed a website for an interior designer, using their photos to create a functional and intuitive platform. They also continue to maintain and host the site, making changes as requested.

## PROJECT FEEDBACK

The new site brings in more leads, and many clients contact the interior designer directly through the platform. Perpetual Solution is easy to reach via email or phone. Whenever the client wants something changed, they can easily contact the team to make adjustments.



## The Client

Introduce your business and what you do there.

I'm the owner of Cindy B Décor. I also am the interior designer; we do full home service renovations.

## The Challenge

What challenge were you trying to address with Perpetual Solution?

I was hoping to earn more visibility, particularly for people looking for local designers in Montreal.

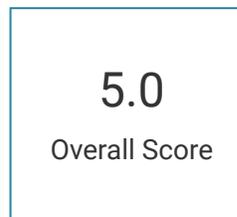
 **Cindy Brownstein**  
Owner, Cindy B Decor

 Real estate

 1-10 Employees

 Montreal, Quebec, Canada

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

### What was the scope of their involvement?

She put together a beautiful website, based on the input I had on what I wanted it to look like. She definitely put together a beautiful, functional, and easy to navigate platform. She also manages and hosts the site. Whenever I need to update my site, she's available to make those changes. For example, I was just featured in the local newspaper and I sent her the articles to post on the media section of the website.

### What is the team composition?

I just work with Genevieve (Owner).

### How did you come to work with Perpetual Solution?

It was a referral from somebody I know. She told me that Genevieve was great, efficient, and she manages the site well.

### How much have you invested with them?

I've spent about \$3,000.

### What is the status of this engagement?

We started working together around September 2018 and our partnership is ongoing.





## The Outcome

What evidence can you share that demonstrates the impact of the engagement?

I've had more hits since working with Perpetual Solution. People who call me to set up an appointment usually find me through a Google search. Even people who have a referral, they go to check out my website. I can tell if they contact me directly through the site.

How did Perpetual Solution perform from a project management standpoint?

I usually email Genevieve, but if there's anything we need to talk about, then we'll have a call to talk about what I need. For example, I just reached out to her to help me out with signs and logos to put outside clients' houses.

What did you find most impressive about them?

She put together a really beautiful website with the pictures I provided. She's also available and fairly easy to reach. She's very accommodating.

Are there any areas they could improve?

I can't think of anything.

Do you have any advice for potential customers?

It's a partnership and you both have to be invested in the project. I had to submit a lot of information and high-quality photos to work with. She really depends on that to create a nice website. It was easy to work with her as a creative partner.

