Crowd Favorite

Discoverlink

High-profile site reorganization, redesign, and development

After working together to rebrand their company, DiscoverLink, a leading provider of hospitality focused e-learning solutions, sought Crowd Favorite's help to create a modern, high-performance site that would reflect their new look and feel.

CHALLENGE

DiscoverLink's outdated site was suffering from performance issues, and ambiguous visuals and messaging. We needed to overhaul their online presence, to design and develop a site reflective of a forward-thinking, user-friendly company.

SOLUTION

Guided by a new visual and verbal strategy, Crowd Favorite redesigned Discoverlink.com to emphasize the company's approachability, trustworthiness, and expertise. We also redeveloped the site architecture for intuitive navigation, and enabled mobile-friendly layouts for a seamless user experience on any device.

Design

Web design
UX design
UI design
Interaction design
User testing
Corporate identity

Development

Web development
WordPress development

Content

Content marketing
Content strategy
Content creation
Information architecture
Copywriting

Maintenance

Technical support

