Vixxo

Post-merger corporate website

A newly formed major facilities maintenance company, Vixxo engaged Crowd Favorite to design and develop a site in alignment with their new brand identity that would position them to lead the market.

Design

Web design
UX design
UI design
User testing

Development

Web development
WordPress development

Content

Content marketing
Content strategy
Content creation
Information architecture
Copywriting

Maintenance

Technical support
Web maintenance
Hosting liason

CHALLENGE

Formerly two competitors, the newly merged company struggled with ambiguous messaging and positioning. They needed a site that would articulate a strong brand identity, and effectively communicate their offerings to three key audiences.

SOLUTION

Crowd Favorite built the site from the ground up, developing all new site and information architecture, and a thoughtful design reflecting Vixxo's brand. Built on WordPress, the site delivers a seamless, mobile-friendly user experience, and flexible content management tools for Vixxo's team.







