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The Impact services used for this project included:

- Website Design
- Website Development
- E-commerce
- Logo design / Branding
- SEO
- Hosting

The Client

Martial Mats is a UK supplier of the highest quality MMA and gym mats around, selling mats of all sizes and colours.

The Challenge

Martial Mats reached out to us, to help them create a new branding identity and online presence that would put their many competitors to shame. They also wanted a new ecommerce website that would be easy to update and manage. Martial Mats biggest problem was there were a lot of other online competitors which also sold martial arts mats, we needed to create something that would stand out from the oversaturated market.

The Result

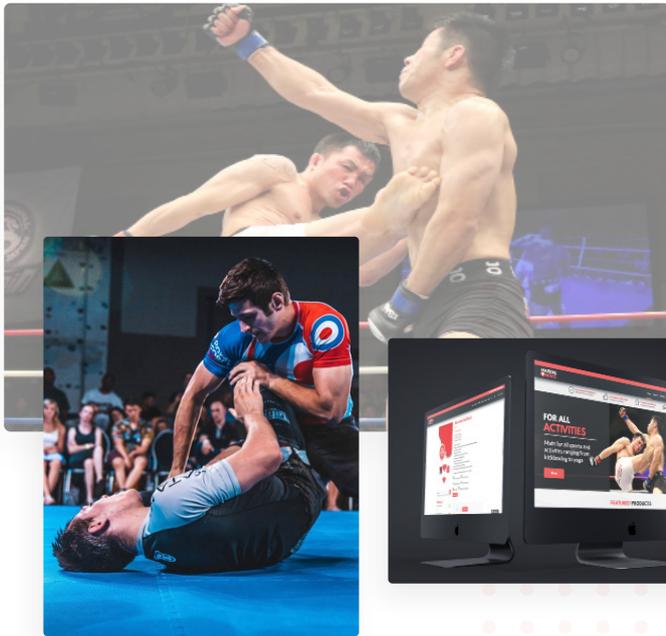
We started by creating a daringly bold colour scheme and logo design that would be instantly recognizable and associated with him. After various design concepts and back and forth, we finally all agreed on a final logo and colour theme.

Once the client had confirmed the brand we then focused our attention on the website. Jack's website before was extremely hard to navigate and we wanted this to be a breeze for any potential customers. We began by brainstorming some sitemaps and wireframes to get an idea of the amount of pages needed and how the website would be layed out. Once we knew how these pages were going to be layed out we then turned these into high quality UI designs by adding the colour palette, product photos, fonts and content.

Now we knew exactly how the site was going to look we could then start the development process. To do this we used Wordpress as our foundation an as we knew this would be the best option for the client to update the CMS. We then used Woocommerce to build the shop functionality. We then fine tuned the site with some basic Search engine optimization to make sure it would be found near the top results of Google.

Working with a Nancy and Dave has been brilliant. Very patient people. Dave helped me build my site from scratch for a very reasonable price. Even after it was built if there was small things that I needed help with he is always there to help out! I would highly recommend to anyone!

Jack Leader | CEO



If your business needs a new website or branding, give us a call on 0117 2020 200 or email us at info@impactitsolutions.co.uk

