



SUCCESS STORY: WEBSITE DESIGN + DEVELOPMENT

CLIENT: Amplus Family Chiropractic

PROBLEM:

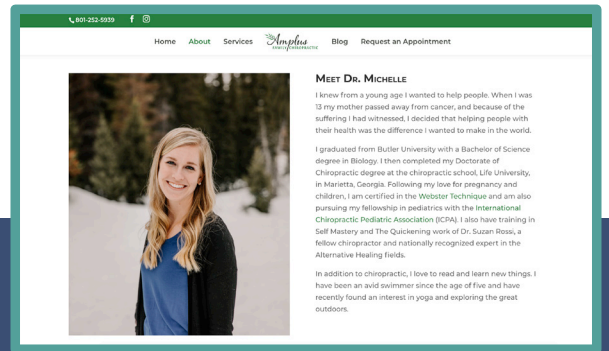
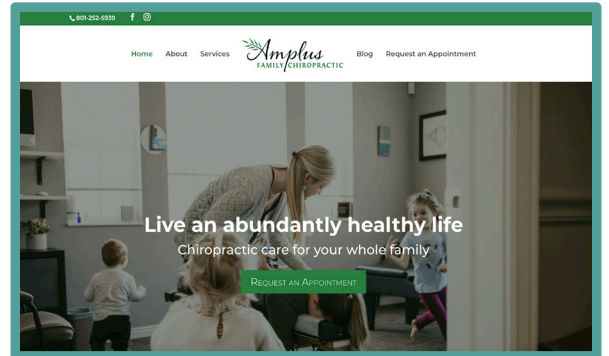
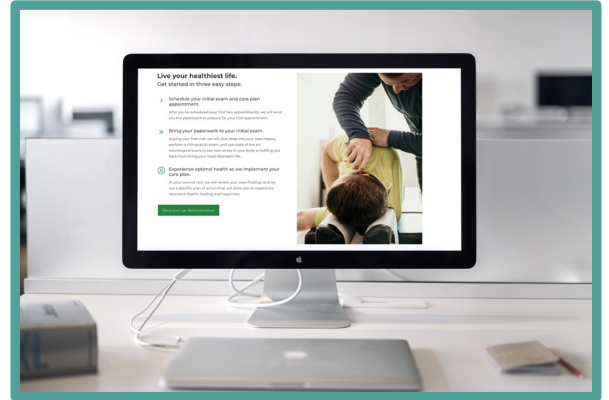
Amplus Family Chiropractic's former website was very incongruent with the brand they were building. As a practice wanting to focus on families and kids, they were frustrated that their website was not attracting their target audience.

SOLUTION:

During our onboarding meeting, we discussed what Dr. Michelle and Adam Coats wanted in their new site. After walking through the StoryBrand messaging framework, it was clear that their old website had irrelevant and distracting messaging that might deter their audience from scheduling an appointment. We decided to create a clear, but comprehensive website that explained their chiropractic philosophy while promoting a firm call to action.

SUCCESS:

The new Amplus Family Chiropractic website evokes the same feeling for prospective clients as their additional marketing collateral and their physical location - evidence of a solid brand. It is user-friendly and invites potential patients to schedule appointments for their children, families and themselves.



"Marketing helped our website dreams come true. We are very specific when it comes to how we use words to market our

company, and their team respected our wishes, while still making the website user-friendly and connected to our brand. We are extremely satisfied with the work and communication throughout the process of building our website. What could have been a very stressful process felt easy. We LOVE our website!"

- Drs. Adam and Michelle Coats

