

Pathmark Innovation Moves from Wix to WordPress; Improves User Experience

Kodi Carter initially contacted Huff Industrial Marketing for help with the company's marketing. Kodi and her husband Adam were ready to grow the company and wanted a more robust presence in the market.

After consultation and analysis, the Huff team concluded they needed to target landscape architects and contractors, not consumers. A completely revamped website was needed to better showcase their high-quality, Made-in-USA path lighting and other fixtures.

The new Pathmark website was custom-developed using the Gutenberg WordPress editor for easy editing.

Other benefits of the redesign included:

- Removing the clutter associated with Wix, as well as the shopping cart.
- Completely revising the navigation to improve usability and the user experience.
- Improving the messaging and calls-to-action, including adding a Project Portfolio and a custom RFQ form.
- Using images to tell the story and pique landscape architects' interest.
- Updating the SEO.

The result is a website as beautiful and elegant as Pathmark's lighting fixtures – and that works smoothly on any device.

Says Kodi, "It was a terrific experience working with the Huff Industrial Marketing team as they built us a new website. The entire process was smooth and professional, and we are thrilled with the outcome."

View the new site: www.pathmarkinnovation.com

