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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 customdeveloped 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-toaction, including adding a Project Portfolio and a custom RFQ form.
- Using images to tell the story and pique landscape architects' interest.
- Updating the SEO.

Beautiful and modern path lig in features and outdoor furnishings At Pathmark Innovation, the need for highest-quality landscape products fuels our creativity and mission. From our elegant yet unbreakable stainless steel path lights to our custom rain features and pergola kits, we pride ourselves in designing and creating innovative products that meet the highest standard of beauty, style, and durability. All Pathmark lighting and ornamental products are Made in the USA at nufacturing facility in Las Vegas. NV Take a walk through our site to see how we can add unique beauty and uncompromised functionality to your clients' landscapes. Explore our Product Ronge Custom Furnishings → Path Lighting → Call 702-745-1158 ☐ Get a Quote

PATHMARK

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