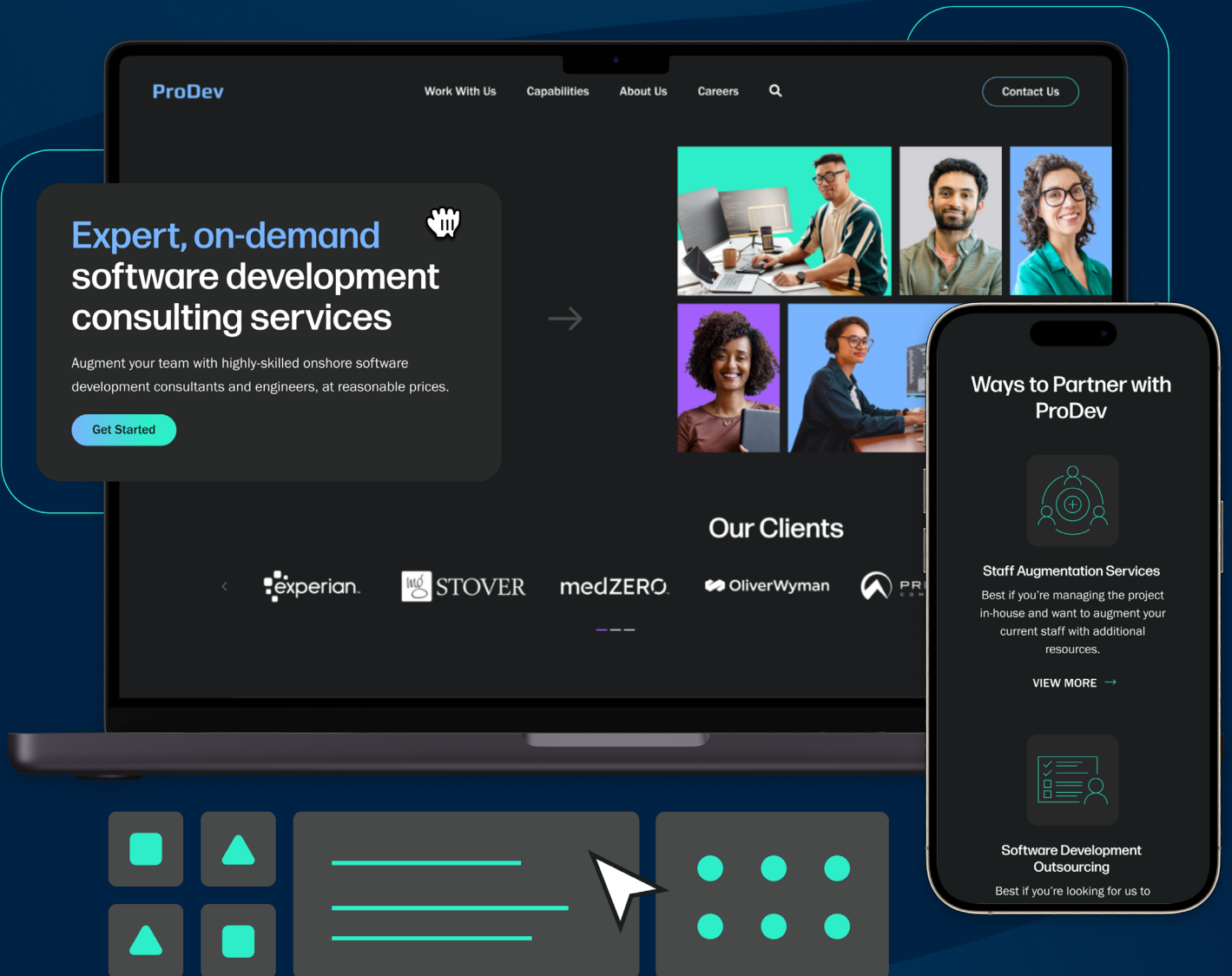# ProDev: Taking the migraines out of migration.

webmechanix

Background:

Our client, ProDev, wanted to migrate their website to a more flexible, intuitive platform that their in-house team could update easily.

WebMechanix delivered with our WordPress "Backbone" block theme. The WebMechanix Backbone block theme takes flexibility to a whole new level. ProDev can now move content on a page simply by clicking a button. Entire blocks of content can be saved as modules and used again easily. Gone are the days when it took 48 hours (minimum!) to fix a typo or optimize a meta title.

Industries
Engineering
Product Design
DevOps
Project Management

Services
Web Design,
WP Migration, UX/UI
Development, SEO,
LinkedIn Ads

The Process:

In addition, our library of useful blocks helped ProDev to reformat their site, making it more visually engaging and SEO-friendly. And it created a whole new set of options for displaying content, like being able to highlight features with cards and icons, or add an accordion-style FAQ.

In other words, the WebMechanix Backbone block theme enabled ProDev to practically rebuild and redesign their website—without the headache and expense of redesigning their website.

The Results:

BEFORE   AFTER