

## CASE STUDY

# Website Design & Development

Red Mills was facing a significant challenge before the pandemic hit. They had about 70 websites that were being blacklisted by Google and de-indexed.

Upon further examination, it became apparent that the company's entire structure needed a complete overhaul to avoid future problems. We formulated a strategy and developed a hierarchical order for Red Mills' websites, creating a corporate website that consolidated all their brands and separate entities in one place.

Next, we built Red Mills Horse dot com, which had a global presence across GCC, USA, UK, Ireland, France, and Germany. The entire project was developed in WordPress, including the design, development, on-page SEO, content creation, and translation. The result was a significant success, as Red Mills finally had a cohesive online presence that catered to its global customer base.

CLIENT: **Connolly's  
RED MILLS**  
SINCE 1908

SECTOR: COMMERCIAL

