



CASE STUDY

HAND IN HAND PRODUCTIONS

CLARIFYING SERVICES AND STRENGTHENING VISIBILITY THROUGH STRATEGIC DIGITAL STRUCTURE

Event & Media Production | Website Messaging, UX, SEO Foundations

OVERVIEW

Hand in Hand Productions is an event and media production company providing livestream, hybrid event, and content production services. As the company expanded its offerings, its website needed to more clearly communicate capabilities, guide users to relevant services, and support long-term visibility. Just By Design partnered with Hand in Hand Productions to create a digital presence focused on clarity, usability, and growth.

BACKGROUND

While Hand in Hand Productions had strong production expertise, the website did not clearly articulate how services were structured or how they worked together. Messaging lacked focus, navigation required too much effort from users, and the site was not positioned to support search visibility in a competitive market. The business needed a clearer, more functional digital foundation.

THE CHALLENGE

- Communicating a broad range of production services clearly
- Helping visitors quickly understand offerings and use cases
- Improving site navigation and user flow
- Supporting lead generation with clearer calls to action
- Establishing SEO foundations to improve visibility and reach

The goal was not to oversimplify the work, but to make it easier to understand and engage with.



We recently underwent a complete redesign of our website and Just By Design came highly recommended. We quickly learned why. They handled our new website with incredible skill.

M. Hand, Hand in Hand Productions



THE STRATEGY

The strategy emphasized:

- Clear, service-driven messaging aligned with how clients evaluate production partners
- Improved website UX to guide visitors to relevant services efficiently
- A logical content hierarchy that connects related offerings
- SEO foundations designed to support long-term discoverability

Rather than relying on visual impact alone, the site needed to work as a practical business tool.

IMPLEMENTATION

- Refined service messaging to clearly communicate offerings and capabilities
- Restructured website navigation and page hierarchy to improve usability
- Improved content organization to guide users to relevant services more efficiently
- Established SEO foundations through clearer structure, headings, and content alignment



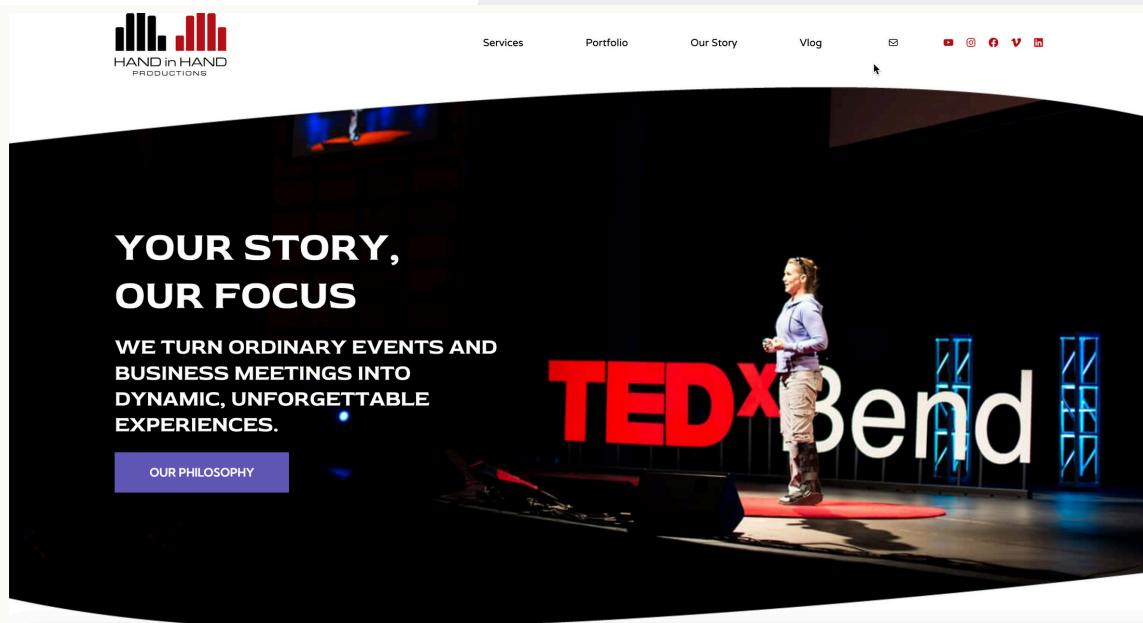
RESULTS & IMPACT

- Clearer communication of services and production capabilities
- Improved website usability and navigation for prospective clients
- Stronger foundation for search visibility and discoverability
- A scalable digital presence designed to support ongoing growth

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We came away with something we are proud to show everyone!

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RELATED SERVICES

Messaging & Content Strategy | Website UX & Structure | SEO Foundations

Hand in Hand Productions' updated digital presence reflects the professionalism and technical expertise of the team while making it easier for clients to engage with their services. Built for clarity and scalability, the website now supports where the business is headed next.

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