



CASE STUDY

TAXNBOOKS

BUILDING A MODERN DIGITAL PRESENCE THAT MATCHES EXPERTISE

Bookkeeping | Oregon | Website Redesign + Brand Refresh

OVERVIEW

Taxnbooks is a trusted bookkeeping firm serving business owners who need clarity, accuracy, and a financial partner they can rely on. As the business evolved and demand grew, Taxnbooks recognized their website needed to reflect the same level of professionalism and confidence clients experience when working with them. They partnered with Just By Design to modernize their online presence, improve usability, and create a digital foundation built to support growth, visibility, and trust.

BACKGROUND

Taxnbooks has built a strong reputation through personalized service, responsiveness, and expertise that helps clients feel supported, not overwhelmed. But their previous website no longer reflected the quality of the firm or the value of the services offered. The design felt dated, the messaging didn't clearly communicate strengths, and the site wasn't structured to support stronger SEO performance or conversion. Taxnbooks needed a website that felt modern, credible, and aligned with where the business was headed next.

THE CHALLENGE

- A website that looked outdated and undersold the brand
- Messaging that didn't clearly reflect expertise and professionalism
- Lack of structure to support SEO and long-term discoverability
- A need to build trust quickly with new visitors
- A digital presence that didn't match the quality of the client experience



"They transformed my website into a modern, polished, and professional space that truly reflects my brand.

The design is clean, intuitive, and visually appealing."

Tammy A. Owner, Taxnbooks



THE STRATEGY

- Clarifying brand messaging and service positioning
- Creating a clean, modern visual identity that builds credibility
- Structuring the website for usability and stronger conversions
- Improving on-page SEO foundations for long-term growth
- Designing a scalable website framework that supports future expansion

IMPLEMENTATION

- Strategic discovery and content planning
- Full website redesign with modern layout and improved navigation
- Messaging refinement to better reflect services and brand value
- SEO-driven page structure and internal linking improvements
- Mobile-friendly design updates for a smoother user experience
- A launch plan focused on stability, performance, and future growth



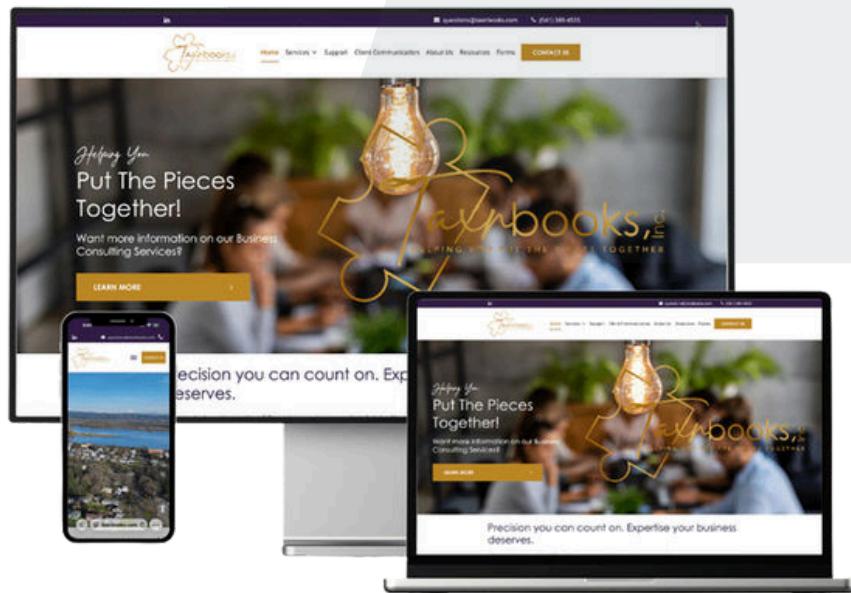
RESULTS & IMPACT

Taxnbooks now has a website that reflects the professionalism of the firm and builds trust from the first click. The updated site provides a clearer user experience, a stronger foundation for organic visibility, and a modern brand presence that supports long-term growth. The website now functions as a strategic asset, not a static brochure.

“

Justine was responsive, creative, and easy to work with. I'm very happy with the final result and highly recommend her.

”



RELATED SERVICES

Website Design | SEO & Content Strategy | Brand Messaging & Positioning

TaxnBooks has a modern digital presence that matches the quality of service clients receive, while staying clear and welcoming for new visitors. The result is a website that strengthens credibility, supports consistent inquiries, and grows with the firm over time.

START A CONVERSATION
WITH JUST BY DESIGN

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by
Design