



CASE STUDY BRIAN'S CABINETS

BUILDING A DIGITAL PRESENCE THAT MATCHES NEARLY 50 YEARS OF CRAFTSMANSHIP

Custom Cabinetry | Bend, Oregon | Website Redesign + SEO + Brand Refresh

OVERVIEW

Brian's Cabinets is Central Oregon's largest full-line custom cabinet manufacturer, operating out of a 42,000 sq. ft. facility in Bend, Oregon since 1977. From kitchens and bathrooms to custom closets and built-ins, their team handles everything in-house: design, manufacturing, and installation.

As the company continued to grow, leadership recognized that their website no longer reflected the quality of work walking out of their shop every day. They partnered with Just By Design to bring their digital presence up to the same standard as their craftsmanship.

BACKGROUND

Brian's Cabinets has earned its reputation the old-fashioned way: through decades of consistent quality, responsive service, and a collaborative approach to every project. Contractors return to them year after year. Homeowners trust them with the spaces that matter most.

But their website told a different story. The design felt dated, the portfolio didn't showcase their work, and the site wasn't structured to compete in local search. The digital experience didn't match the in-person experience.

THE CHALLENGE

- A website that looked outdated and undersold nearly 50 years of expertise
- Portfolio presentation that didn't do justice to the quality of their craftsmanship
- Limited SEO structure for high-value local search terms
- A digital presence that didn't match the professionalism clients experience in the showroom
- Mobile responsiveness and site speed issues



“I highly recommend working with Justine and Just By Design! Our website revamp turned out SO GOOD!!”

Alison G. Brian's Cabinets



THE STRATEGY

- Modernizing the visual identity to reflect nearly five decades in business
- Redesigning the website with clean visuals and clear path to quote request
- Enhancing portfolio display across kitchens, bathrooms, built-ins, and closets
- Local SEO optimization targeting custom cabinetry searches in Central Oregon
- Improving site performance with faster load times and full mobile responsiveness

IMPLEMENTATION

- Full website redesign with modern layout and improved navigation
- Enhanced portfolio galleries designed to tell the story of each project
- SEO-driven page structure targeting local search terms
- Performance optimization for faster load times
- Clear calls to action designed to convert visitors into quote requests
- Brand messaging refinement communicating both legacy and forward momentum

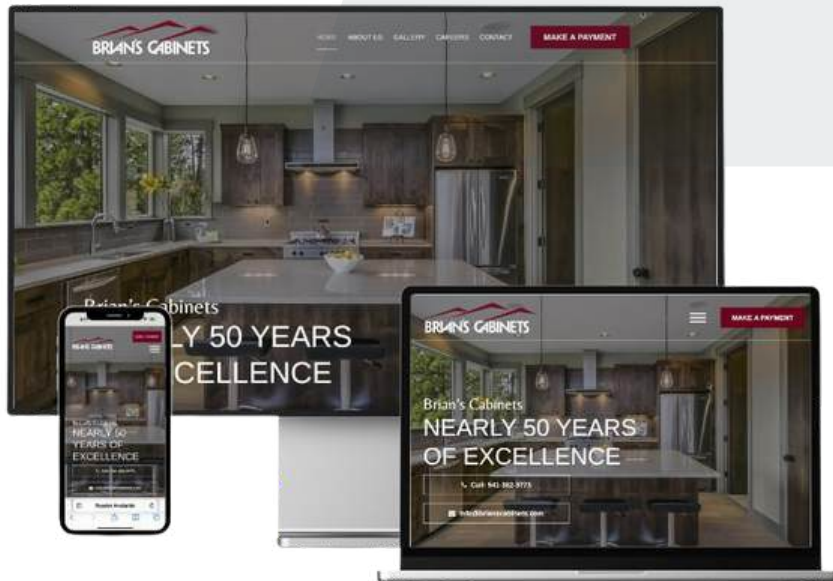


RESULTS & IMPACT

Brian's Cabinets now shows up where it matters. The site ranks for "custom cabinets Bend Oregon" and the local searches homeowners and contractors actually type. Load times are faster, the site works on every device, and the portfolio finally does the work justice. New landing pages target closet projects across Central Oregon, opening up a revenue stream that wasn't getting any digital attention before. The website went from a placeholder to a tool that actually drives business.



"She made the whole process so easy!"



RELATED SERVICES

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

Brian's Cabinets' online presence finally matches what clients experience when they walk through the showroom door. A digital presence that reflects the quality, scale, and craftsmanship of a brand built over nearly 50 years.

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WITH JUST BY DESIGN**

