

Georgia Flooring

Website Redesign Project

<https://georgiaflooring.net/>



Overview

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What is Georgia Flooring?

customer-focused flooring company based in Calhoun, GA

Mission

Break industry norms by providing truly personalized, full-service flooring experiences

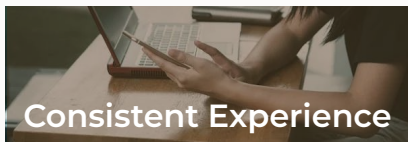
Services

A variety of flooring options including carpet, hardwood, laminate, vinyl, and area rugs, backed by services like in-home measure, financing, and room visualization tools.

Stellar Ratings

4.9/5 rating on Google Reviews

Why Georgia Flooring?



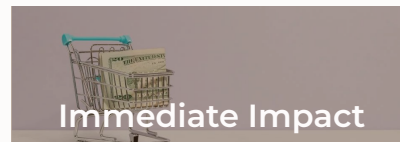
Consistent Experience

Connect their excellent in-store service with their online presence to provide a consistent customer experience will strengthen their brand and customer trust.



Perfect Growth Stage

As a newer flooring company, this is optimal timing to establish a strong digital foundation for future expansion.



Immediate Impact

Strong existing customer satisfaction suggests better online engagement will directly increase conversions.



Review of Existing Site

Georgia Flooring, a well-rated local business, is struggling to elevate its digital presence. Their current website, while functional, lacks a cohesive brand identity and optimal user experience.

This analysis will delve into specific areas for improvement, including navigation, visual design, and overall user experience.



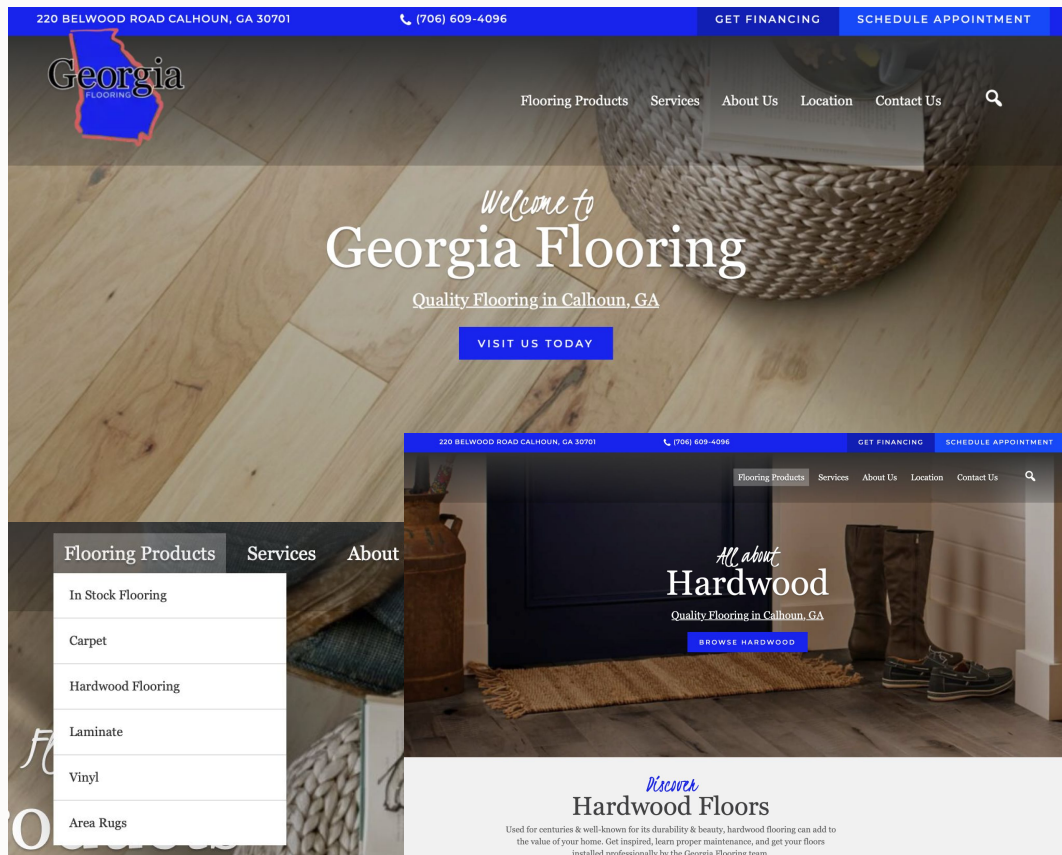
Navigation & Structure

Strengths

- Consistent header across all pages
- Logical navigation menu categories
- Clear Product Categorization

Areas for Improvement

- Redundant Location Tab when information is already displayed
- No breadcrumb navigation when going into sub-pages



Visual Design

Strengths

- Professional product photography
- Clean, modern layout
- Consistent branding elements
- Using colors to create clear visual distinction between sections

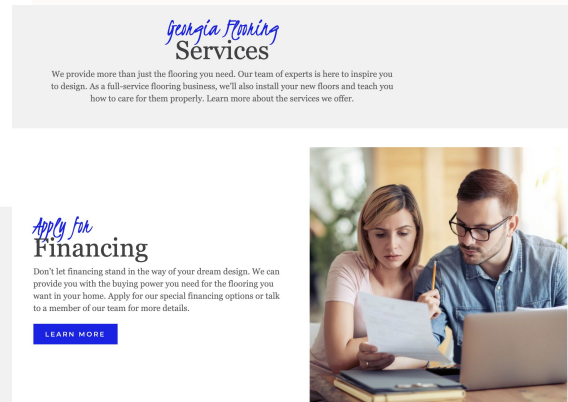
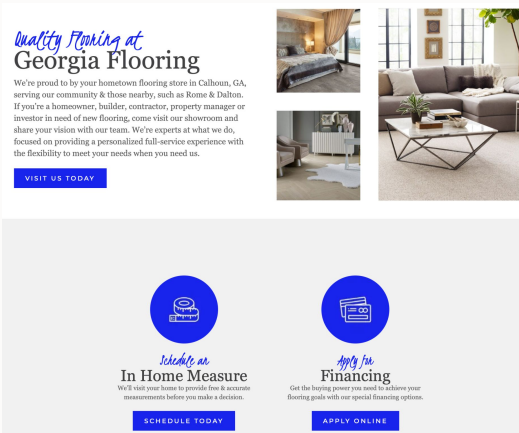


Georgia Flooring

220 Belwood Road Callhoun, GA 30701

📞 (706) 609-4096

VISIT US TODAY



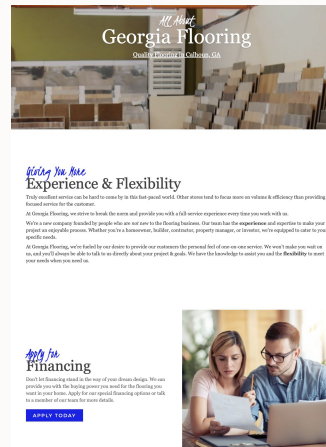
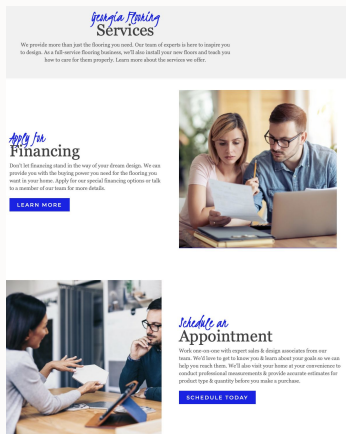
Areas for Improvement

- Corporate blue palette lacks warmth or comfort
- Poor text contrast on some image overlays
- Handwritten style fonts impact readability
- Inconsistent visual hierarchy in headers
- The current logo with Georgia state outline could appear generic or uninspired
- Use of stock photography instead of authentic project photos lacks personal touch and misses opportunity to showcase actual work

User Experience

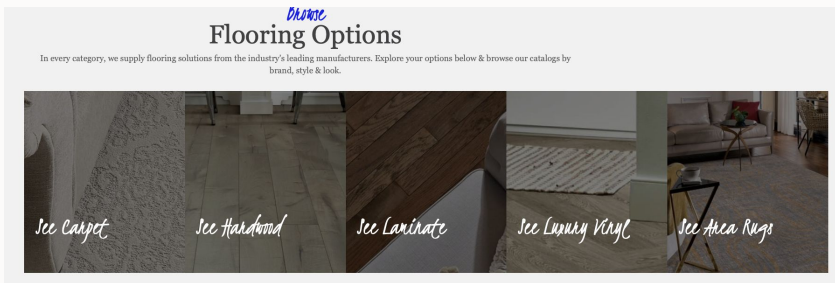
Strengths

- Easy access to contact information
- Calls-to-action are clearly present
- Button-like elements signify clickability
- Mobile-responsive design
- Well-organized product categories prevent overwhelming choices
- The flooring options section uses relevant background images that match each category to aid selection



Areas for Improvement

- Reduce competing CTAs (Schedule Appoint, Financing, Visit Us today)
- Improve redundant content
 - About Us and Services pages show identical options and dilutes the purpose of each section
- Add visual feedback when hovering over navigation items
- Implement a more robust Search capability





Redesign Goals


The Georgia Flooring website redesign project focuses on three areas:

- Brand Redesign
- Website Redesign
- Streamlined User Experience


Our end goal is to establish Georgia Flooring as a trusted, local expert while making it easier for customers to explore products and engage with their services.




Brand Design Goals



Transform the cold corporate website into an authentic platform that showcases expertise.



Introduce warm, home-inspired colors and craftsman design elements to create an inviting presence.



Design an intuitive journey that builds trust through professional yet approachable design.

Website Redesign Goals

A series of low-fidelity screens were created to ideate on the design of the new website that is user-friendly and functional; meeting the needs of both the business and its customers.

Our redesign concentrates on three critical pages that form the primary customer journey:



Home Page

Creating an engaging first impression with a new brand visual identities, high-quality lifestyle imagery, and streamlined call-to-actions that guide users naturally through their flooring journey.



About Us Page

Reimagining this page to include the Georgia Flooring story, highlighting their expertise and mission.

This page will be distinct from the services section, focusing on building trust with customers.



Product Page

Developing a user-friendly product browsing experience that helps customers explore flooring options with confidence.

The new design will include improved filtering capabilities and enhance readability with new typography.



Improved Navigation & Structure

To streamline Georgia Flooring's navigation, we'll create a simplified sitemap that creates clear pathways and eliminates redundant content.

We aim to provide users with clear, purposeful journeys from inspiration to action, reducing decision fatigue and streamlining the path to conversion.



Brand Treatment

The new brand design for Georgia Flooring moves away from the corporate blue palette toward a warmer, more inviting identity that reflects our craftsmanship and connection to home interiors.

The refined visual system features a craftsman-inspired logo, warm earth-toned color palette, and clear typography hierarchy that balances professionalism with approachability.



Brand Logo



Georgia Flooring
warm and welcoming

This logo, shaped like a house with varied brown wooden planks, reflects the brand's focus on flooring and home improvement in a warm, welcoming way.

The shades of brown evoke natural materials, highlighting the variety and quality customers can expect.

The simple sans-serif brand name feels straightforward and approachable, while the italicized serif tagline adds a touch of elegance, suggesting both style and lasting value.

Brand Colors



Using earthy colors like deep/neutral browns, olive greens, and beige makes the brand feel natural and connected to wood. These colors create a cozy, timeless look, giving a warm and inviting feel that's perfect for home design.



#553114

#8F5F30

#D9813F

#E6E1DB

#6E8462

Typefaces

Using a friendly sans-serif font like Montserrat for most text. It feels open and welcoming, which suits the brand. For headings, a serif font like Playfair would be ideal. It adds a bit of elegance and a classic feel, which is nice for a home-focused brand. Together, these fonts make the brand feel warm and reliable.

Playfair

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Montserrat

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Iconography

Use of icons enhance the user experience by making the site more visually engaging and easier to navigate.

Thoughtful icons can represent services, product categories, and key actions like:



**Flooring
Installation**



**How to clean
this surface**



**Schedule an
appointment**



**Apply for
Financing**



Redesign Treatment

The main design goal was to flatten the taxonomic hierarchy and surface the product suite sooner and easier while simultaneously removing redundancies.

- Removed 'Flooring Products' as a generic product selector and pulled out the five product categories and moved them closer to the top of the taxonomy
- Revised, grouped, and simplified the 3 main CTAs so they worked in harmony together instead of competing for user consideration
- Pulled the Inspiration galleries, Installation information, and care & maintenance pages from the product subnavs and consolidated them into their own respective landing pages with service-specific product category filters

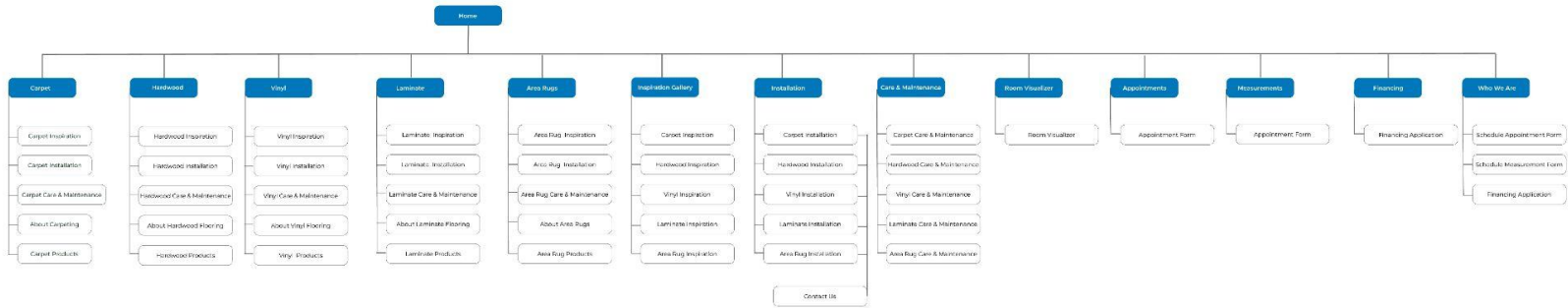




Redesign Treatment

- Reduced the splash image size and removed the gif feature for mobile considerations
- Moved the Room Visualizer into its own soft CTA in the masthead to highlight the feature: it's a compelling, free, and easy service that provides user agency and creates a natural sales hook
- Centered the new logo and anchored it to the masthead
- Restyled the PLP and added product filters to create an experience that's much easier to navigate and find products much more quickly

Simplified Site Map



[Full version here](#)

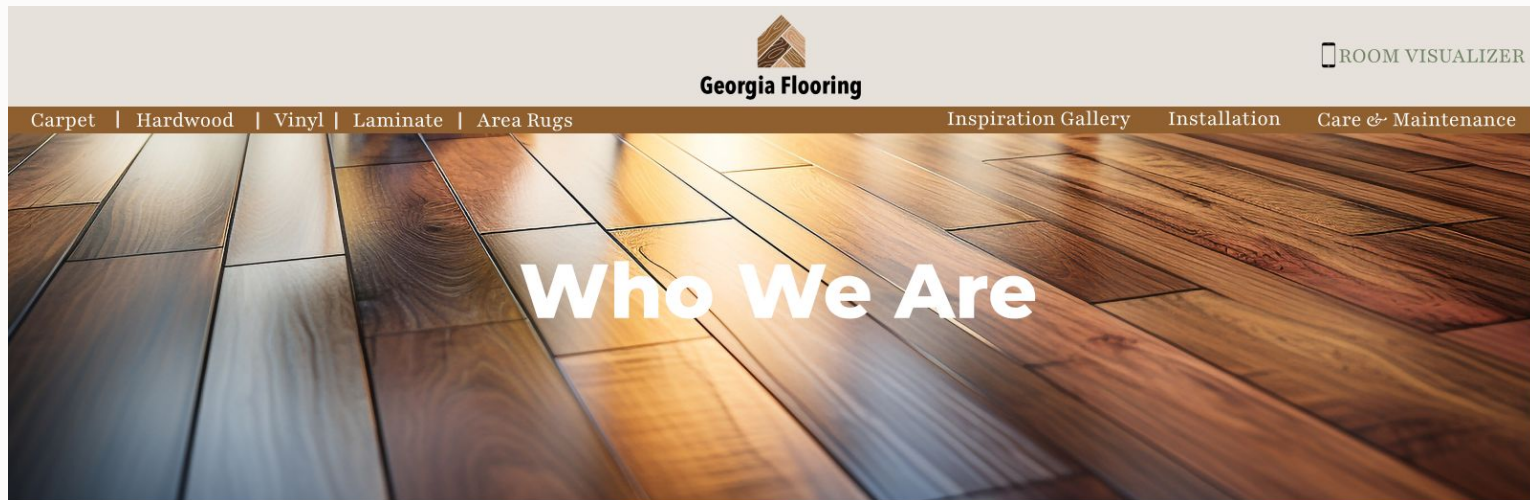
Home Page Mockup



Your Hometown Quality Flooring Store



About Us Mockup



Our Story

Truly excellent service can be hard to come by in this fast-paced world. Other stores tend to focus more on volume & efficiency than providing focused service for the customer.

At Georgia Flooring, we strive to break the norm and provide you with a full-service experience every time you work with us.

We're a new company founded by people who are *not* new to the flooring business. Our team has the **experience** and expertise to make your project an enjoyable process. Whether you're a homeowner, builder, contractor, property manager, or investor, we're equipped to cater to your specific needs.

At Georgia Flooring, we're fueled by our desire to provide our customers the personal feel of one-on-one service. We won't make you wait on us, and you'll always be able to talk to us directly about your project & goals. We have the knowledge to assist you and the **flexibility** to meet your needs when you need us.

About Us Mockup, cont.



Georgia Flooring

ROOM VISUALIZER

Carpet | Hardwood | Vinyl | Laminate | Area Rugs

Inspiration Gallery

Installation

Care & Maintenance



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About Us Mockup, cont.



Georgia Flooring

 ROOM VISUALIZER

[Carpet](#) | [Hardwood](#) | [Vinyl](#) | [Laminate](#) | [Area Rugs](#)

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[Inspiration Gallery](#)

[Installation](#)

[Care & Maintenance](#)



Our Services



Schedule an Appointment



Work one-on-one with expert sales & design associates from our team. We'd love to get to know you & learn about your goals so we can help you reach them. We'll also visit your home at your convenience to conduct professional measurements & provide accurate estimates for product type & quantity before you make a purchase.

[Schedule an Appointment](#)

About Us Mockup, cont.



Georgia Flooring

ROOM VISUALIZER

Carpet | Hardwood | Vinyl | Laminate | Area Rugs

Inspiration Gallery

Installation

Care & Maintenance



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Schedule Your Measurements

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[Schedule a Measurement](#)



About Us Mockup, cont.



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Apply for Financing

Don't let financing stand in the way of your dream design. We can provide you with the buying power you need for the flooring you want in your home. Apply for our special financing options or talk to a member of our team for more details.

[Apply for Financing](#)

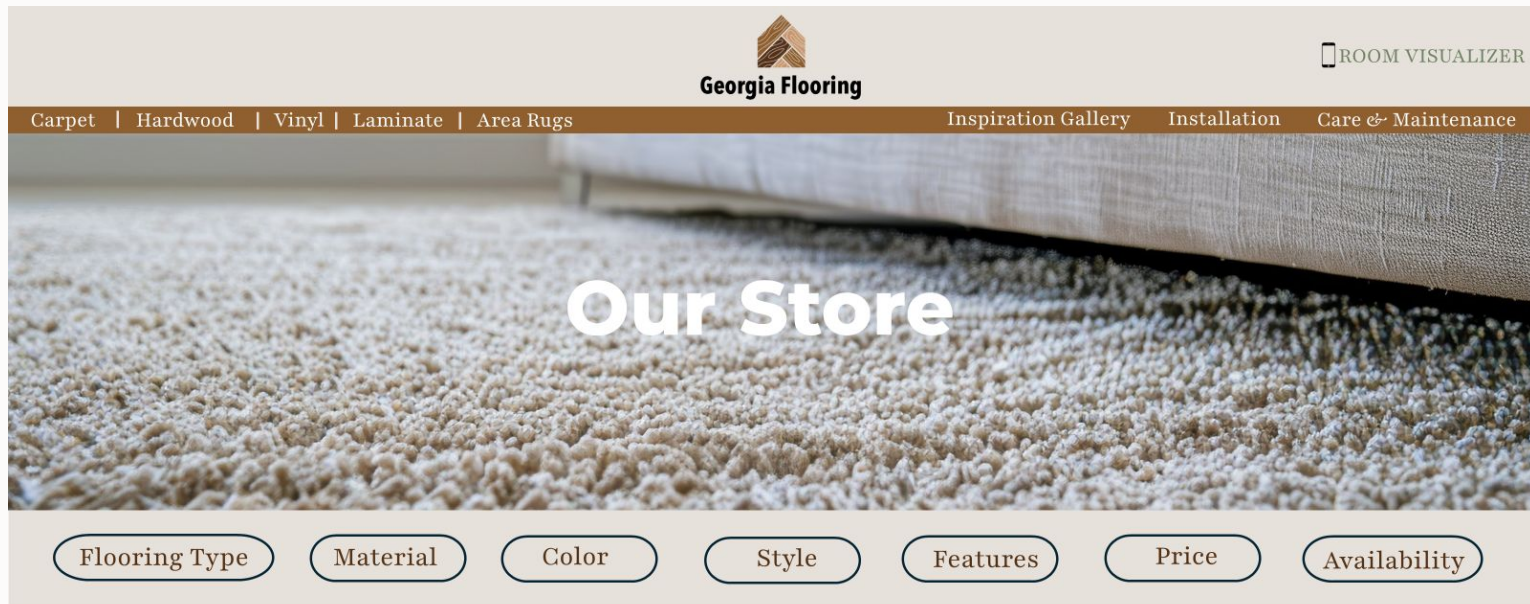
More Questions? Give us a call or visit us anytime!

[Call Us](#)


[Visit Us](#)

(706) 609-4096
220 Belwood Road
Calhoun, GA 30701

Product Page Mockup













Product Page Mockup, cont.

**Georgia Flooring**

ROOM VISUALIZER

Carpet | Hardwood | Vinyl | Laminate | Area Rugs

Inspiration Gallery | Installation | Care & Maintenance

Flooring Type	Material	Color	Style	Features	Price	Availability
						
Vineyard I Chateau Wear Layer: 22 MIL	Vineyard I Chateau Wear Layer: 22 MIL	Vineyard I Chateau Wear Layer: 22 MIL	Vineyard I Chateau Wear Layer: 22 MIL	Vineyard I Chateau Wear Layer: 22 MIL		
Request a quote	Request a quote	Request a quote	Request a quote	Request a quote		
						
CORETEC PRO PLUS I Wear Layer : 20 MIL Thickness : 5mm	CORETEC PRO PLUS I Wear Layer : 20 MIL Thickness : 5mm	CORETEC PRO PLUS I Wear Layer : 20 MIL Thickness : 5mm	CORETEC PRO PLUS I Wear Layer : 20 MIL Thickness : 5mm	CORETEC PRO PLUS I Wear Layer : 20 MIL Thickness : 5mm		