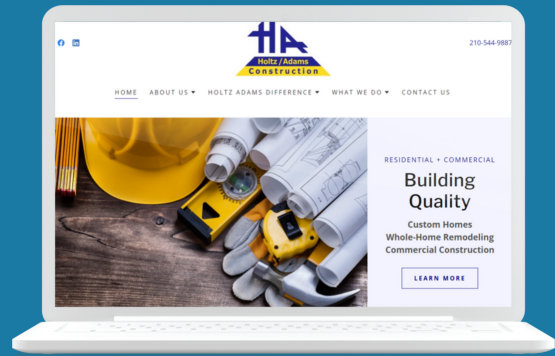


## CASE STUDY

### How a Construction Company Launched a New Website



[HoltzAdams.com](http://HoltzAdams.com)



#### AT A GLANCE

##### Client Industries

- Custom Home Building
- Commercial Construction

##### The Opportunity

- New Website

##### The Solutions

- Branding
- Research & Strategy
- Responsive Website Design
- Website Copywriting
- Search Engine Optimization
- Photography



"We could not have created a website on our own. Finding the right person to guide us through the process made all the difference. Thank you, Sabrina, for all that you have done for our business!"

**Steve Ritchie, CEO**

**Holtz Adams Construction**

Holtz Adams Construction is a veteran-owned full-service, residential and commercial construction company serving San Antonio and surrounding areas. The co-owners bring more than 60 years of combined experience in all aspects of residential and commercial construction to the company they created in 2017. With a dedication to quality construction, they deliver projects on time, within budget, and with the highest level of professionalism and integrity. Every residential and commercial construction project is personal, and every client is treated like family.

#### CHALLENGES

With a two-person staff dedicated to building custom homes, whole home remodeling projects, and commercial construction, Holtz Adams needed someone with website design and content development expertise to brand the company online with its first website. The co-owners entrusted SQM Communications to develop a responsive website that communicated their unique expertise, broad experience, and core values. They also wanted the website to speak to two different audiences – homeowners who are interested in custom homes and whole-home remodeling projects and large commercial construction companies.

#### SOLUTIONS

Translating the company's reputation for quality construction and professionalism, and values – honesty, trust, and excellent service – was extremely important. I created a custom WordPress website and content to clearly communicate Holtz Adams' experience and values to both homeowners and commercial construction companies. The new site is easy to navigate and contains multiple calls for action. It is visually appealing and makes great use of the brand's colors and photography.

#### RESULTS

The new website is successful in giving Holtz Adams professional and greater brand visibility, connecting with potential homeowners and commercial contractors, and meeting or exceeding the client's new business lead goals.