

WordPress Development for Permanent Makeup Service

PROJECT DETAILS

 UX/UI Design, Custom Software Development, Web Development

 Feb 2022 - Mar 2022

 Less than \$10,000



"The team has been very supportive. They meticulously carried out the development and design process."

PROJECT SUMMARY

Optimum7 developed a WordPress website for a permanent makeup service. They also built the SEO and Facebook performance.

PROJECT FEEDBACK

Optimum7 precisely delivered the client's needs with an exceptional website. Their communication process was also always so eloquent and powerful. The team took ideas and implemented them into the process with little difficulty. Notably, they're ambitious, supportive, and patient.



The Client

Please describe your company and your position there.

Owner of Ayse Beauty. We service Permanent Make-up, Lash Extensions, Cosmetic Tattoo.

The Challenge

For what projects/services did your company hire Optimum7, and what were your goals?

I needed an agency to develop a small business website on WordPress as well as set up Facebook Business.



Ayse Gurel
Owner, Ayse Beauty



Beauty & Cosmetics



Miami, Florida

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you select this vendor and what were the deciding factors?

I was looking for the best agency in Florida that specializes in WordPress development and design. After long research, I came across Optimum7 and couldn't have made a better choice.

Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.

Optimum7 delivered a WordPress site with a clean design and built a strong online presence with Google Business and Facebook Business setup. Their work also improved my site's performance from an SEO standpoint.

How many people from the vendor's team worked with you, and what were their positions?

I worked with about 5 team members including a Project Manager, a Front-end Developer, QA Engineer, and a Marketing Manager. Also, I had a consultation with Duran for SEO and designing Google Business Account.

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Optimum7 had a professional team and meticulously carried out the development and design process. They precisely completed the deliverables written in the contract and delivered me an exceptional website.



Describe their project management style, including communication tools and timeliness.

Communication between the Optimum7 team and me was always eloquent and powerful. The team always listened attentively and we closely worked together on my feedback with the help of their guidance during the design process. They use monday.com as a project management tool and it allowed us to have effective communication.

What did you find most impressive or unique about this company?

With Optimum7, I was able to take my ideas and implement them into the company with little difficulty. The team has been very supportive of all changes that I've made in order for us both to succeed!

Are there any areas for improvement or something they could have done differently?

The one thing I always noticed about Optimum7 is how ambitious they are. It's not a bad thing, necessarily - in fact it can be good if you're looking for someone who will take on any task thrown at them without question or a second thought!