


PROJECT CASE STUDY WEBSITE





PROJECT OVERVIEW

Rememball is a multilingual website developed for a France-based company offering safety-certificate management software. The goal was to build an intuitive, modern platform that clearly communicates the product's value to business owners across Europe, without language barriers or technical dependence. The founder visualized a self-managed website that supports lead generation, showcases transparent pricing, and offers a seamless free trial experience.


Built using WordPress and Elementor, the new site enables the Rememball team to maintain content independently while delivering an accessible, localized experience in both French and English.



Core Problem

Rememball's team needed a website that could effectively engage a diverse, multilingual audience while maintaining ease of content updates. Their previous digital presence lacked clarity in messaging, had no multilingual support, and required technical help for even basic content edits. Without a dedicated lead-generation path or localized interface, the platform didn't support the founder's growth goals.

The challenge was to create a website that's visually clear, strategically structured for conversion, and fully manageable by the client, all while meeting multilingual SEO and regulatory needs across regions.



Solution

We designed and developed a fully responsive WordPress site using Elementor as the page builder. The design prioritized user-friendly navigation and conversion-focused content placement.

Each key section, including features, pricing, and trial signup, was developed to address real visitor questions and lead them to action.

Multilingual support was implemented through the translation plugin, with careful attention to language-switching behavior, translated content, and SEO best practices. The platform was optimized for performance and built to scale with Rememball's future updates.

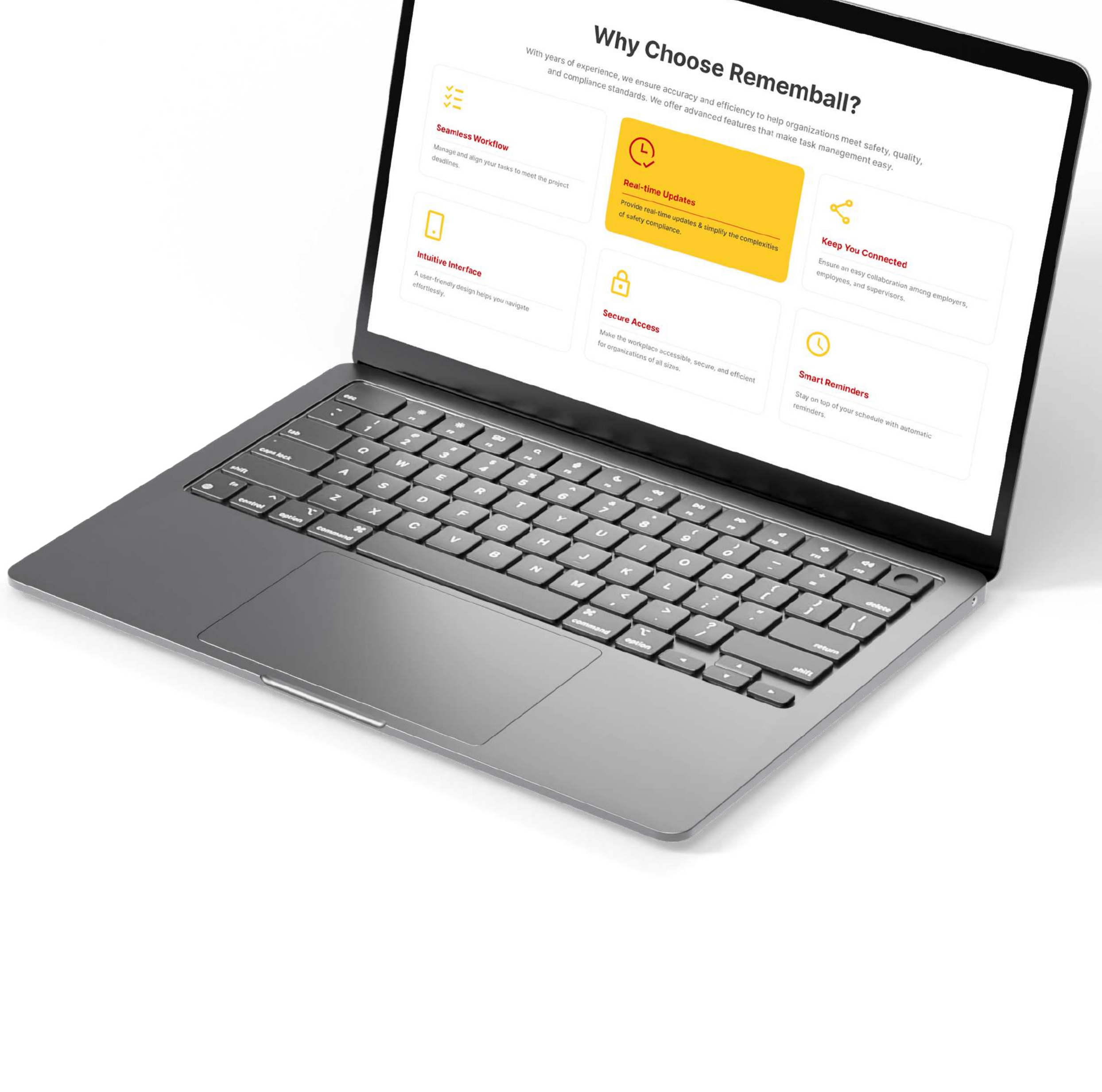


Process Implementation

The project followed a research-backed, structured approach to ensure the final website aligned with user expectations and business goals.



For workers and security personnel, we developed a mobile app that's practical in the field. Workers can view their certificate status, request renewals, and receive notifications ahead of expiry. Security teams use the app to scan QR codes, verify certification details—even when offline—and deny entry to unverified individuals. The system also logs incidents and syncs data automatically when internet connectivity is restored.



Phase 1: Discovery & Research

Studied Rememball's software, market, and regulatory landscape

Interviewed stakeholders and explored competitors

Created buyer personas for regional users (e.g., safety officers, plant managers)

Mapped key user journeys (from awareness to trial signup)

Phase 2: Design & Prototyping

Developed wireframes and UI mockups in Figma

Focused on simplicity, accessibility, and localization readiness

Iterated on feedback to finalize a polished, conversion-ready prototype

Phase 3: Development & SEO

Built a custom WordPress theme using Elementor

Implemented Polylang for multilingual content

Applied SEO enhancements: custom meta, alt-tags, structured URLs, multilingual sitemap

Integrated trial and contact forms for lead capture

Phase 4: Testing & Handover

Performed thorough QA for responsiveness and functionality in both languages

Ensured seamless content-switching between French and English

Delivered a content management walkthrough and documentation for client use

Key Features

Multilingual site with seamless language toggle (French / English)

Self-manageable content through WordPress + Elementor

Responsive design across all devices

SEO-friendly structure with regional optimization

Conversion-focused layout with clear CTAs

Structured content for software features, pricing, and trial onboarding

Technology Stack

CMS: **WordPress**

Page Builder: **Elementor**

Multilingual Plugin: **Polylang**

Design Tool: **Figma**

Performance: **Optimized images and minimal plugin usage**

SEO: **Custom meta, multilingual sitemap, and alt-text**



Results That Matter

The launched website positioned Rememball as a customer-first, multilingual solution ready for scale. Business owners across France, Germany, and beyond can now browse the platform in their own language, learn about safety certificate management, view clear pricing, and start a trial without friction.

Early user feedback was strong, visitors appreciated the clarity, accessibility, and multilingual support. The site now ranks better in regional search results due to its localized SEO strategy. Internally, Rememball's team can update content, adjust pricing, and manage blog posts independently, without developer reliance.

This launch delivered a future-ready platform that supports growth, builds trust, and turns visitors into leads.

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Thank You