

## DECK REMODELERS

Custom Website Design Using  
Smart Video Content



DECK REMODELERS.com

Instantly Reduced Their Bounce Rate By 39%

## OVERVIEW

About Deck Remodelers

Deck Remodelers is a nationally recognized outdoor specialty design and build firm located in New Jersey. The company was founded on the belief that a deck should never be any less beautiful or inviting than the rest of the home. Owner Sean McAleer used his years of experience in home building and finish woodworking in conjunction with innovative materials and design methods to bring his vision of outdoor living to life.

They are experts in:

- Custom Decks
- Covered Decks
- Equinox Louvered Roofs
- Outdoor Kitchens
- Under Decks
- Fire Features
- Patios
- Endless Amenities

## CHALLENGE

Website did not showcase the amazing projects completed

- No Video on Homepage
- Slow Loading Pages
- Poor User Experience
- Users Could No See The Amazing Projects Completed

# SOLUTION

Custom Website Design Updates Using Smart Video Content

## Smart Video Content



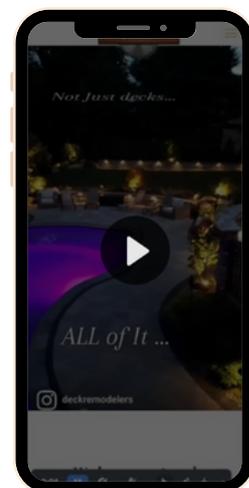
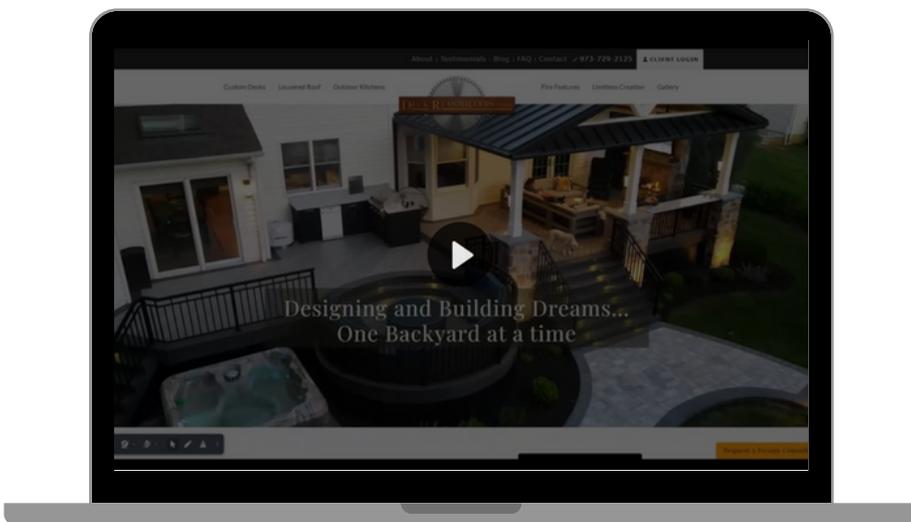
Our creative geniuses decided we need to use smart video content to showcase their best work and provide website visitors with the most amazing website experience each and every time. This has never been done before and positions DeckRemodelers.com as leaders in their industry!

## Desktop & Mobile-Friendly



- When users visit the website using a desktop browser they will instantly see desktop-formatted videos showcasing their best work.
- When users visit the website using a mobile browser they will instantly see mobile-formatted long-format videos showcasing their best work.

## Desktop/Mobile Browser Experience (click images to view)



# RESULTS

Smart & Optimized Video Content Providing A Better User Experience

**39%** Decrease in Bounce Rate

**57%** Increase in Page Views

**44%** Increase in Pages Per Session

- ✓ Amazing website experience using smart video content
- ✓ Visually engaging website that showcase the amazing projects
- ✓ Desktop browsers showcasing Landscape videos
- ✓ Mobile browsers showcasing Long Format videos

## Actual Screenshot From Google Analytics

