



**Client:** Lach Orthodontist

**Services:** Website Re-Design with CRO Techniques

**Technologies Used:** For Website Re-Design: Custom Design in Photoshop, WordPress CMS, HTML5, CSS3, PHP, Responsive Web and other latest web technologies.

**Challenge** - Client wanted to revamp the old website which was cluttered and it was outdated in terms of latest web technologies. Website was not user and browser friendly. It was not responsive website which is a must in today's crazy world as all the people are now surfing the internet from their tablets and phones.

**Solution** - After having a conversation with Dr. Lach we suggested Dr. Lach to Re-Vamp the website keeping in mind CRO techniques and latest web technologies and the client gave us a go-ahead to Re-Design which took 50-60 business days with latest web techniques (WordPress, HTML5, CSS3, PHP, Responsive Web and other web technologies where ever applicable.)

**Result** - After revamping the website Dr. Lach was extremely happy with the new look and feel and the website is user and browser friendly and it is built keeping in mind responsive techniques which made him happier. Dr. Lach states "It was an awesome service especially when I use to wrap up my day after consulting my patients back in US 7.00 PM EST and you guys use to be available in the morning India time 6.00 AM for discussing about the project over the phone and never felt that the project was outsourced to INDIA, it was fun working with Digital Centrics, Great Work keep it up! Hope to visit INDIA soon!"