



**TEAM PHUN**  
CUSTOM MERCH ★ SIGNS AND DISPLAYS  
BRANDED APPAREL ★ DIGITAL SERVICES

San Diego  
5026 Cass St. STE B  
San Diego, CA 92109



Charleston  
2157 Rich St.  
North Charleston, SC 29405

## Challenge

Each of the eight establishments formerly had single-page, outdated websites that did not properly reflect their current brand or serve customer needs effectively. The challenge was to develop a cohesive, updated web presence that aligns with each restaurant/bar's unique brand identity and improves user experience while ensuring easy maintainability.

## Solution

- To address the client's needs, we implemented a multi-stage plan

## Strategy & Planning

- Conducted workshops with stakeholders to understand each brand's unique features, customer base, and expectations.
- Analyzed the current websites to identify key deficiencies in design, content, and functionality.

## Design & Development

- Created a versatile, responsive website template with capabilities to adapt to each brand's guidelines.
- Incorporated consistent UI/UX across all websites for familiarity and ease of navigation.
- Customized the template for each establishment, utilizing individualized color schemes, typography, and graphical elements according to brand identity.
- Integrated SEO best practices and local search optimization to increase discoverability.

## Integration

- Rolled out the redesigned websites for each establishment:
- [Waterfront Bar & Grill](#)
- [Harbor Town Pub](#)
- [The Hills Pub](#)
- [Aero Club Bar](#)
- [Sycamore Den](#)
- [Club Marina](#)
- [Werewolf American Pub](#)
- [Eastbound Bar & Grill](#)

**The revamped websites resulted in a cohesive and fresh online brand presence. Each establishment's website now has:**

- A unique aesthetic that aligns with its specific branding.
- Enhanced user experience and navigation.
- Mobile responsiveness and improved loading times.
- Better visibility in search engines, leading to increased traffic.
- Streamlined content management for site updates.
- Event pages and homepage highlights featuring their ongoing and upcoming events.

## Conclusion

This strategy successfully refreshed the online presence of all eight establishments, providing them with a unified yet individualized digital platform. The websites now reflect the unique character of each location while offering a consistent and user-friendly experience for customers. Moreover, the improved SEO and responsive design have set the stage for increased online engagement and web-driven patronage.