

Dream Kitchen Achieves Digital Transformation with WordPress Website Rebuild

Client Background

Dream Kitchen is a premier kitchen and home remodeling company based in Southern New Hampshire, serving Massachusetts, Maine, and nearby Vermont. With over 30 years of design leadership, a showroom staffed by three specialized designers (each with 15+ years of experience), and a reputation for luxury remodeling, Dream Kitchen sought to modernize its digital presence to align with its in-person brand experience.

The business goal was clear: create a sophisticated, user-friendly website that attracts high-quality leads, showcases expertise, and provides a seamless experience for clients researching remodeling services.

The Challenge

Dream Kitchen's legacy website no longer represented the company's luxury positioning. Key issues included:

- **Outdated Design & Branding:** The old site's aesthetic did not match the high-end, professional brand identity.
- **Inconsistent Messaging:** Conflicting step-process visuals (4-step, 9-step, 10-step) confused prospective clients.
- **Poor Lead Quality:** Duplicate and fake leads from Unbounce and email intake wasted designers' time.
- **Conversion Barriers:** Navigation was clunky, images were blurry, and inconsistent CTAs limited engagement.
- **Mismatched Mobile/Desktop Experience:** The mobile view was preferred, but the desktop experience underperformed.

These pain points impacted brand perception, reduced conversion efficiency, and created unnecessary operational overhead.

The Solution & Approach

Butterfly Digital partnered with Dream Kitchen, guided by account manager John Gollnick, to deliver a complete digital transformation through a WordPress rebuild.

Key Deliverables:

- **Website Rebuild (\$1,100 one-time fee):**
 - Full redesign and rebuild of adreamkitchen.com, emphasizing speed, modern visuals, and mobile responsiveness.
 - Integration of Google reviews, booking calendar, and improved lead flows.
 - Streamlined navigation and consistent step-process messaging.
 - Enhanced tracking with the latest analytics tools.
 - Two rounds of revisions to ensure brand alignment.
- **Optional Add-Ons:** Email setup, CRM integration, and intelligent chatbot options to improve automation and client intake.
- **SEO & Social Media Audit (Free):** Comprehensive, no-risk audit to benchmark Dream Kitchen's digital footprint and uncover growth opportunities.
- **Future Retainers (Optional):** Ongoing SEO, social media management, and website maintenance available for post-launch support.

Design Direction:

- Transitioned from outdated orange/blue palettes to a sophisticated black-and-white scheme, later refined with Midnight Blue, Warm White, and Sage accents.
 - Prioritized luxury imagery, clean layouts, and mobile-optimized design.
 - Replaced cartoon graphics with professional visuals.
 - Elevated brand messaging with taglines like *"Stress-free remodeling tailored to your life."*
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Implementation Timeline

- **2025-06 (Kickoff):** Project initiation, strategy alignment, and migration planning.
- **2025-07 (Development Phase):**
 - Website rebuild and migration from legacy site.
 - UX refinements: sticky navigation, CTA restructuring, gallery fixes.
 - Integration of testimonials, Google reviews, and Calendly scheduling.
 - Content migration and blog strategy development.
- **2025-08 (Launch & Optimization):**
 - Final revisions from client feedback (Elora Schafer).
 - Mobile/desktop display alignment.
 - Updates to showroom hours, team profiles, and services coverage.
 - Site finalized at <https://new.adreamkitchen.com/>.

Results & Metrics

Since the August 2025 launch, Dream Kitchen has positioned itself with a modern, lead-focused digital platform. Metrics are being tracked, with early outcomes expected in coming months.

Placeholder Metrics (to be updated):

- SEO: Organic traffic ↑ []%
- Rankings: Top 3 local search rankings for [] keywords
- Web Performance: Page speed improved by []%, **bounce rate** ↓ []%
- Lead Quality: Duplicate/fake leads reduced by []%
- Automation: Scheduling efficiency improved, saving [] hrs/week

Testimonial

“My sentiments on design are similar to Jackie’s. The aesthetic of the current site represents our mission towards luxury products. The cleaner aesthetic and mobile presentation reflect the Dream Kitchen experience.”

— Elora Schafer, Dream Kitchen

[Additional testimonial to be added]

Key Takeaways

1. **Brand Alignment Matters:** By unifying messaging, imagery, and color palettes, Dream Kitchen’s website now mirrors the luxury showroom experience.
2. **Lead Quality Over Quantity:** Streamlined forms, reviews, and scheduling reduced wasted time on fake leads and improved designer-client interactions.
3. **Future-Proof Foundation:** With scalability built in (SEO, social, automation retainers), Dream Kitchen now has a digital platform that can evolve alongside its business growth.

This case study shows how strategic web development isn’t just about design—it’s about eliminating inefficiencies, clarifying brand identity, and building a platform that drives sustainable business growth.