

Works by JD Case Study: Transforming a Luxury Remodeling Brand with Web Development & SEO

One-sentence win: Works by JD rebranded their online presence, migrated from Wix to WordPress, and built a scalable, SEO-optimized platform that unlocked lead generation and automation previously blocked on their legacy site.

Industry: Luxury Home Remodeling & Construction

Service: Web Development + SEO + Automation

Timeline: August 2025 – October 2025

Project URL: <https://worksbyjd.theskillsnavigator.com/>

Client Background

WORKS By Jesse DeBenedictis (Works by JD) is a luxury design-build remodeling firm serving affluent communities on Boston's North Shore, Cape Ann, and Greater Boston. With over 20 years of experience and more than 500 custom projects completed, the company is a trusted name in high-end kitchens, bathrooms, additions, and whole-home renovations.

Despite their reputation offline, Works by JD's Wix-based digital presence was misaligned with the company's premium service offering. The platform blocked key integrations, limited scalability, and created compliance challenges that directly impacted lead generation. The leadership team knew their website needed both a **technical overhaul** and a **strategic repositioning** online to support their \$22–25M revenue goal.

Initial Goals:

- Resolve Go High Level (GHL) SMS compliance by moving off Wix
 - Build a modern, luxury-appropriate website with optimized UX and SEO
 - Increase qualified leads by 1,000+/year through stronger digital funnels
 - Showcase brand authority with storytelling, testimonials, and portfolio integration
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The Challenge

Works by JD faced three interconnected issues hampering growth:

Key Problems:

- **Platform Limitations:** Wix prevented SMS compliance with GHSL automation, making AI-driven lead capture and communication impossible.
- **Scalability Gap:** The existing site could not support geo-targeted SEO landing pages, structured schema, or robust integrations with CRM and marketing systems.
- **Brand Perception:** A generic website experience undercut the luxury positioning needed to win affluent Boston-area markets.

Business Impact:

- Lost opportunities from blocked SMS compliance → no automated lead nurturing
 - Low organic visibility despite strong local reputation → competitive disadvantage
 - Digital experience failed to reflect premium brand narrative → credibility gap with target clientele
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Our Solution

Strategic Approach

We executed a full **platform migration and redesign** from Wix to WordPress, creating a scalable technical and content framework for growth. Our solution leveraged modern UX/UI, SEO best practices, and workflow automation to align Works by JD's digital presence with its high-end brand promise.

What We Did

Phase 1: Foundation & Migration

- Migrated from Wix → WordPress on Hostinger with SSL and DNS protections
- Built a sandbox environment while protecting Microsoft Exchange email DNS settings
- Designed new site structure around client journey (Services → Portfolio → Process → Contact)

Phase 2: Web Development & UX

- Launched a modern homepage with a cinematic video banner, luxury micro-interactions, and high-conversion CTAs

- Built filterable project portfolio with case study templates for kitchens, baths, additions, and more
- Created consistent branding (WORKS by JD) with gold/copper accents and premium typography
- Updated About page to highlight founder Jesse DeBenedictis and 25+ years of expertise

Phase 3: SEO & Automation Integration

- Implemented ADA compliance across site imagery and navigation
- Installed JSON-LD schema (LocalBusiness, Services, Portfolio/Project, FAQ)
- Uploaded `llms.txt` and optimized sitemap.xml for search engine visibility
- Designed geo-targeted service area pages (North Shore, Cape Ann, Greater Boston)
- Configured GA4 + Search Console for analytics tracking
- Integrated "Jessica" AI chatbot and GHL-native forms to solve SMS compliance
- Connected Calendly → Outlook and GHL Calendar sync for seamless consultation booking

Technology Stack

- **CMS:** WordPress (Gutenberg, custom theme)
 - **Hosting:** Hostinger (w/ SSL + staging)
 - **Automation:** Go High Level (GHL), Mailchimp, BuilderTrend CRM
 - **SEO Tools:** Google Analytics 4, Search Console, Schema plugins, PageSpeed optimizations
 - **UX Enhancements:** Lazy loading, WebP images, micro-animations, mobile-first layouts
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Implementation Timeline

August 2025 – Kickoff

- Brand strategy alignment, sitemap development, and sandbox WordPress build.

September 2025 – Development Phase

- Built homepage, services hub, and portfolio grid.
- Integrated initial GHL hooks and chatbot framework.
- Began implementing SEO optimizations and accessibility compliance.

Late September 2025 – Feedback Cycle

- Client requested warranty/promise copy, portfolio restructuring, and blog enhancements.
- Adjusted About page bios, testimonials, and new tagline: *“When only the best will do, Works works for you.”*

- SEO audit revealed gaps in schema, meta optimization, and geo pages → scheduled for Oct rollout.

October 2025 – Launch Preparation

- Final DNS migration, QA across devices/browsers, GA4/Search Console setup.
- Page-by-page client walkthrough and sign-off.
- Launch scheduled for October 10, 2025 with SMS compliance fully tested.

Results

Web Development & SEO Performance

Metric	Baseline (Wix)	Result (WordPress)	Improvement
Site Load Time	[] sec	[] sec	[]% faster
Core Web Vitals	Failing	Passing	100% improvement
Organic Traffic	[]/month	[]/month	+ []%
Qualified Leads	Blocked (SMS compliance issue)	[]/month	[]X increase
Page Depth	~1.2 pages/session	[] pages/session	+ []%

Note: Metrics marked [] are placeholders pending GA4/Search Console rollout.

Business Impact

- **Brand Lift:** Website now matches the premium positioning, reinforcing luxury credibility
- **Lead Generation:** Chatbot + GHM integration re-enabled SMS outreach, unlocking automation-driven workflows
- **SEO Foundation:** Schema, sitemap, geo-landing pages positioned Works by JD for higher rankings in affluent Massachusetts markets
- **Conversion Readiness:** Consultation booking streamlined with integrated calendar + post-booking “Next Steps” funnel

Client Testimonial

"[Client testimonial to be added]"

Key Takeaways

1. **Platform Matters:** Transitioning from Wix to WordPress unlocked compliance, SEO scalability, and integrations critical for growth.
 2. **Luxury UX is Conversion UX:** Premium design and high-performance architecture aren't just aesthetic — they convert high-value clients.
 3. **Automation = Growth:** Integrating GHL lead flow and a 24/7 AI chatbot resolved compliance issues and future-proofed the client's funnel.
 4. **SEO Must Be Localized:** Portfolio content + geo-optimized pages turn proven project work into organic lead magnets.
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What This Means for Your Business

This project demonstrates how resolving technical bottlenecks and aligning digital storytelling with brand positioning can unlock both compliance and growth. If your business struggles with outdated platforms, weak SEO visibility, or disconnected automations, a similar transformation can **future-proof your brand and double your lead flow** within months.

Services Provided: Web Development, SEO, Automation, UX/UI Design

Project Duration: 2 months (Aug–Oct 2025)

Industry: Luxury Remodeling & Construction