Made In The Shade

Made in the Shade Performance Overhaul

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The Objective

To transform the existing digital presence into a high-authority, lead-generating platform specifically optimized for San Antonio and the 40+ homeowner demographic.

Goals

1. **Strategic Layout & User Experience (UX):** The new layout was engineered to move users from curiosity to consultation using a high-trust narrative flow:
    - **Authority-Led Design:** Replaced generic imagery with professional expert cutouts of Josh and Jess to establish immediate personal connection and competence.
    - **The Texas Heat Framework:** Every section of the site now addresses the specific pain points of our local climate, positioning your products as the essential solution for San Antonio summers.
    - **Frictionless CTAs:** Implemented a dual-action final call-to-action bar, allowing users to choose between a digital quote or a direct phone call—meeting the communication preferences of your primary audience.
    - **Mobile-First Navigation:** Optimized all button targets and font sizes to ensure perfect legibility on all devices.
2. **Technical Optimization & Performance:** In 2026, site speed is a primary ranking factor for Google and a major trust signal for customers. We have achieved elite status performance scores vs competitor **Budget Blinds** for the same service:

Metric	Made in the Shade (New)	Primary Competitor
Desktop Performance	96/100	43/100
Mobile Performance	84/100	37/100
Desktop Performance	Elite / High Conversion	Poor / High Bounce Rate

Optimization Highlights:

- **Core Web Vitals:** Successfully optimized Largest Contentful Paint (LCP) and eliminated Layout Shifts (CLS), ensuring the site feels instant on mobile networks.
- **Asset Engineering:** All high-resolution imagery was converted to next-gen WebP formats with surgical compression to maintain "retina" quality without the data weight.
- **Advanced Delivery:** Integrated WP Rocket with custom JavaScript Delay execution to prioritize the visual "Paint" of the site, ensuring customers see your message before the background scripts even load.

3. **Competitive Analysis:** Our performance testing shows that your new site is significantly faster and more stable than the leading local competition.

   View New Site Performance

   View Competitor Performance

   Note: The competitor's desktop site was so inefficient it caused multiple timeout errors during testing.

4. **Additional Technical SEO:** I have prepared the Structured Data (Schema) for the site. This is invisible code that tells Google exactly how to display your ratings and local San Antonio business info. This increases the likelihood of your business appearing in the Local Map Pack and showing your FAQ answers directly in search results.

Final Summary

Your new site is now technically superior to the vast majority of local trade sites in San Antonio. This performance gap translates directly into higher search rankings, lower ad costs, and a better first impression for every potential customer.