

# TriArt Hardwoods

## Case Study



### COMPANY OVERVIEW

TriArt Hardwoods, based in Atlanta, GA, has been a trusted provider of premium hardwood flooring services since 2012. They specialize in hardwood installation, refinishing, stairs, waterproof flooring, bathroom remodeling, and more across multiple cities in Georgia.

### CHALLENGES

- Maintaining the exact look and feel from Figma to WordPress without compromising page speed or responsiveness.
- Implementing interactive elements (animations, hover effects) while keeping the website lightweight.
- Coordinating design adjustments to accommodate WordPress flexibility without straying from the original Figma designs.

### RESULTS

- Delivered a fast, responsive, SEO-optimized WordPress website that mirrors the Figma design 1:1.
- Improved user experience, helping TriArt Hardwoods better showcase their craftsmanship and drive more inquiries.
- Empowered their internal team with easy-to-manage backend tools for future content updates.

### PROJECT SCOPE

TriArt Hardwoods approached us to transform their detailed Figma designs into a fully functional and responsive WordPress website that accurately reflected their brand image and service quality.

### PROBLEM

- They had beautifully designed Figma prototypes but no in-house expertise to convert them into a live website.
- Needed a pixel-perfect, mobile-friendly WordPress site matching their premium service image.
- The new website had to load fast, be SEO-friendly, and allow easy content updates for future needs.

### SOLUTION

- Carefully analyzed Figma designs and mapped out a development strategy to ensure pixel-perfect execution.
- Built a custom WordPress theme instead of relying on heavy page builders to maintain site speed and SEO performance.
- Ensured full responsiveness across devices and integrated a CMS structure that made updating content easy for the client.

