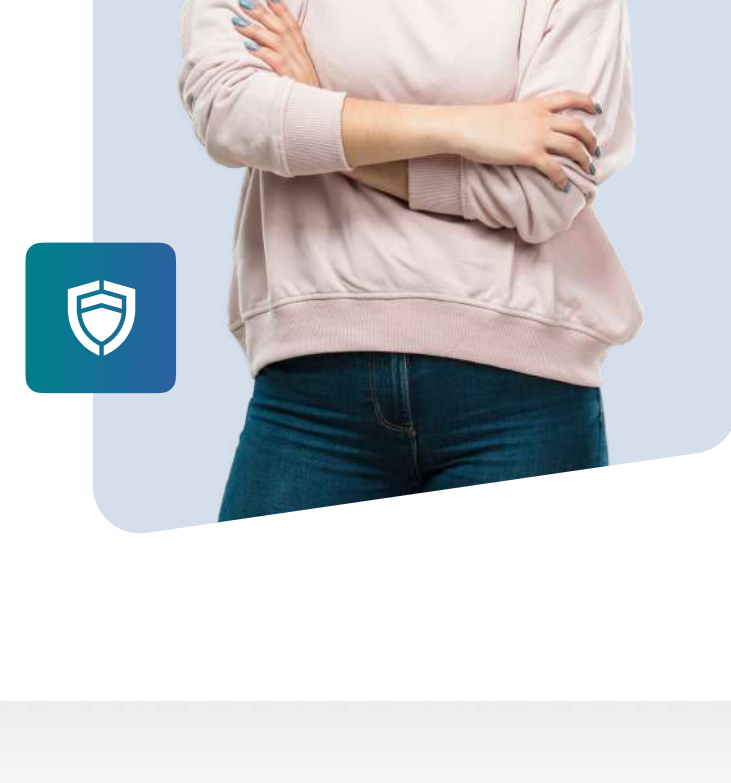
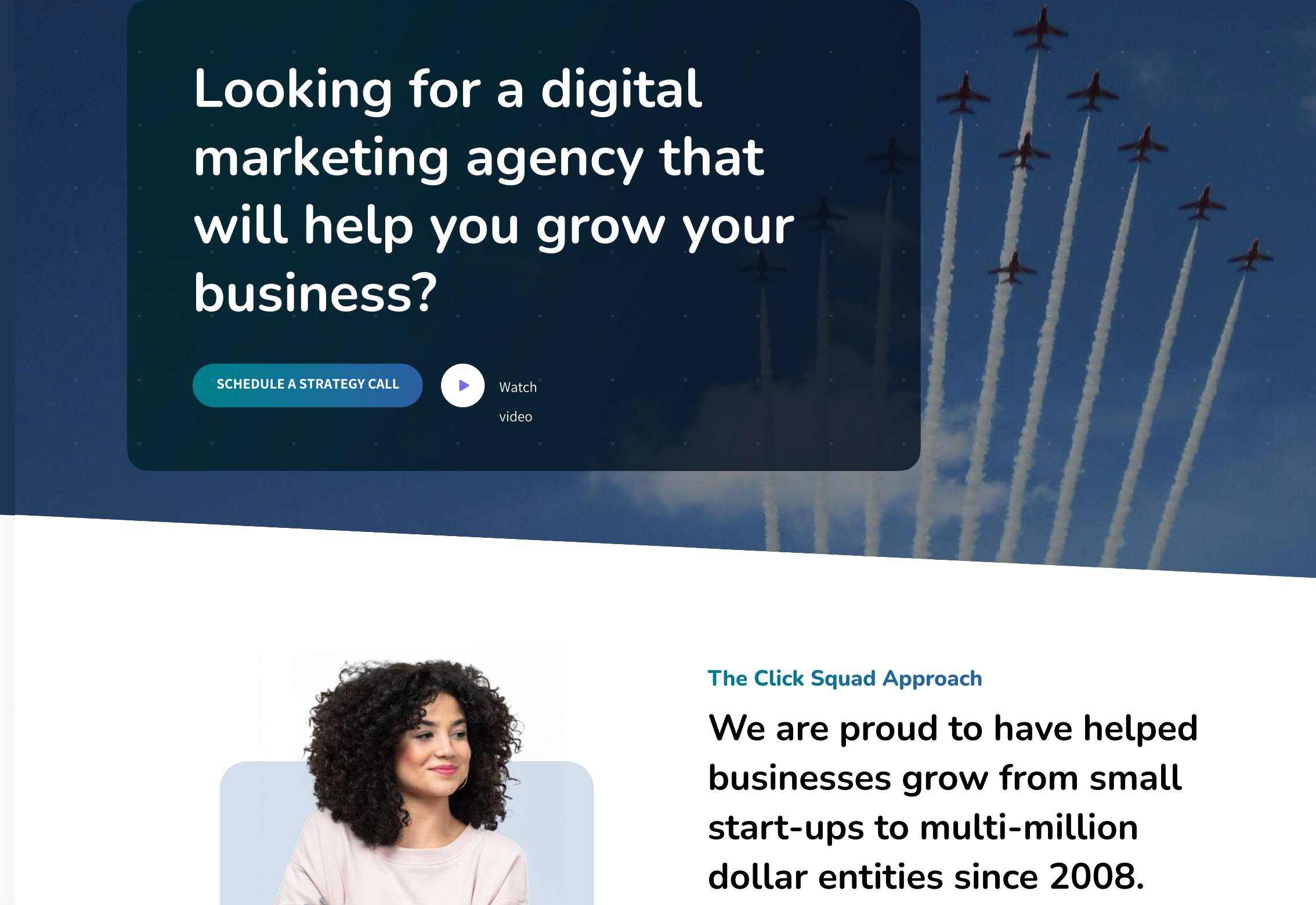




## UI UX CASE STUDY



**The Click Squad Approach**  
We are proud to have helped businesses grow from small start-ups to multi-million dollar entities since 2008.

[Schedule a Strategy Call](#)

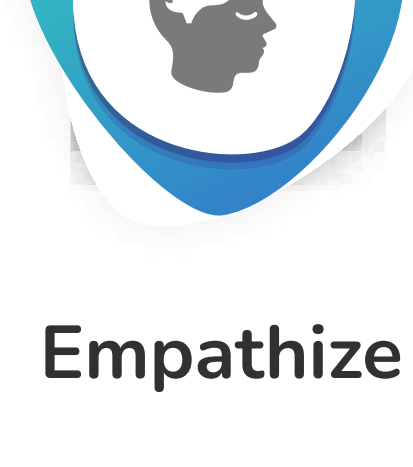
## PROJECT OVERVIEW

We were asked to create a lead generation website for a digital marketing agency based out in Australia. Client's expectation was a clean website which effectively conveys the multi services and also works effectively for search engine optimisation activities for the agency.

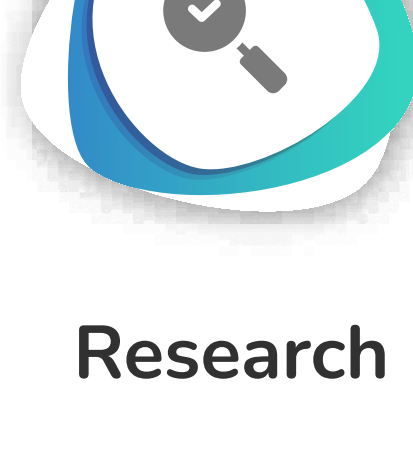
## ABOUT CLICKSQUAD

Click Squad is a performance-based digital marketing agency that brings to the table years of experience across all the major verticals of digital marketing, including PPC, SEO, social media, and content, email & search engine marketing. These services help build an impressive digital image for our clients, thereby generating high-quality online traffic for sales.

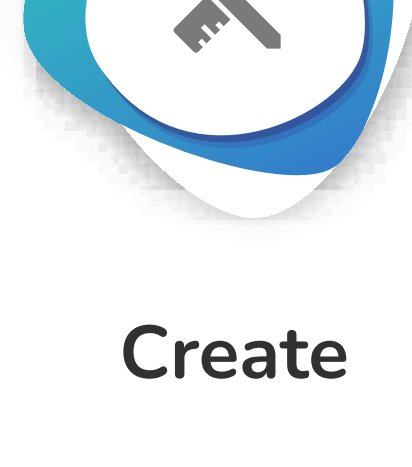
## DESIGN PROCESS



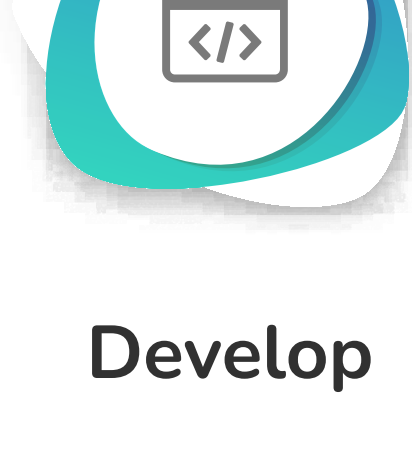
Empathize



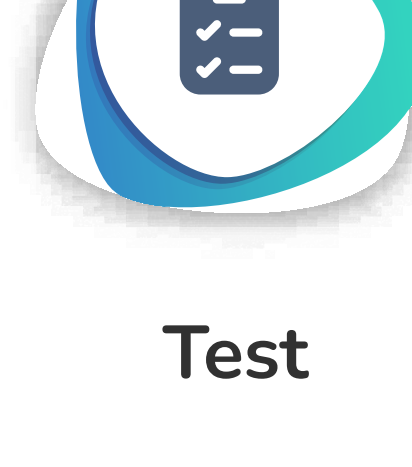
Research



Create



Develop



Test

## STYLE GUIDE

Typography

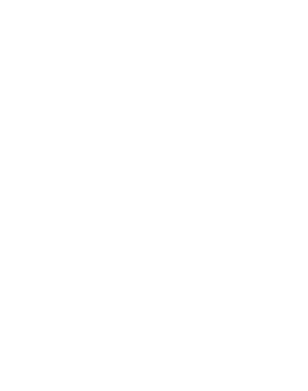
NUNITO

Light Regular Medium Semibold Bold Extrabold

Colors



017D8C

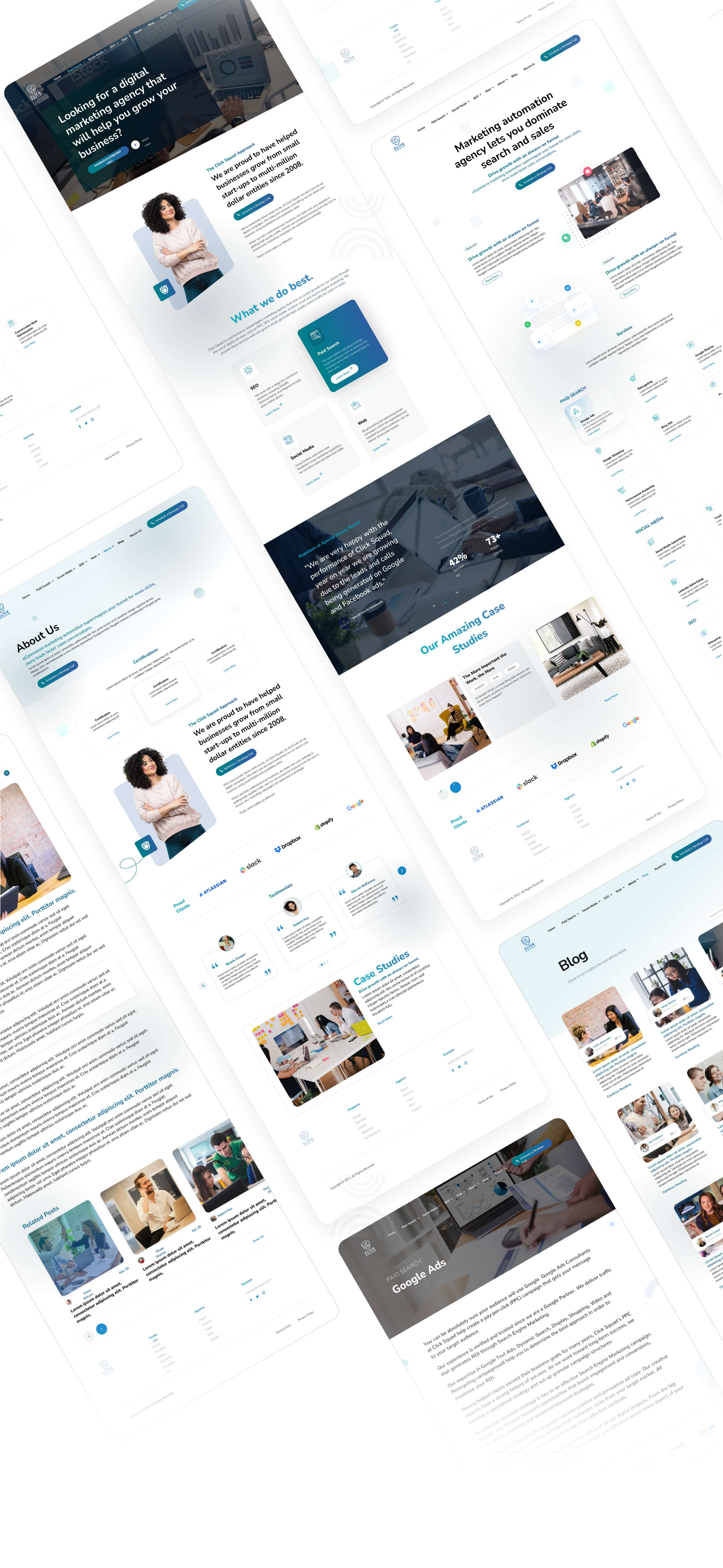


2D5FA3



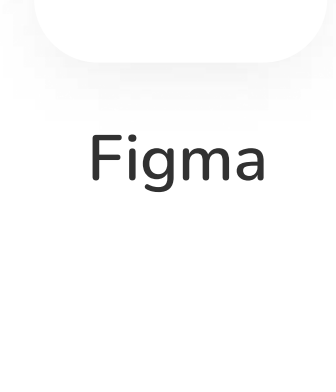
333333

## FINAL DESIGN



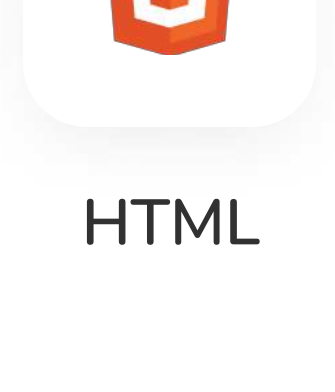
## TOOLS USED

Design



Figma

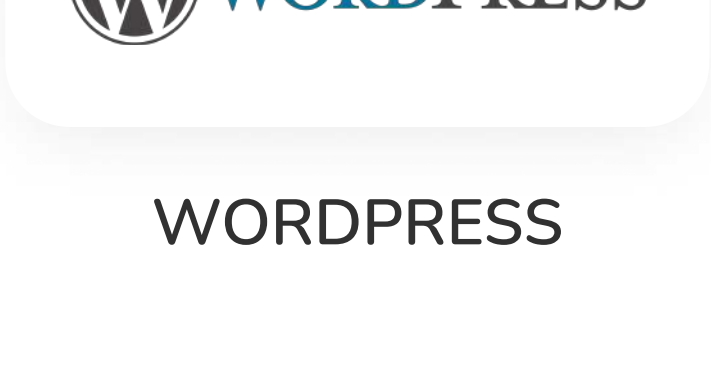
Development



HTML



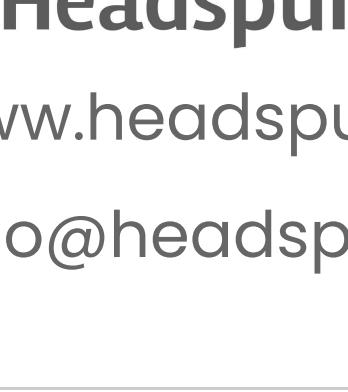
CSS



WORDPRESS

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