

# From "World's Worst Website" to Award-Winning Phenomenon

How Staples Construction Built a New Brand and Website at the Same Time...and Skyrocketed its Accepted Bids in 30 Days

In 2017, Staples Construction had a healthy business. The commercial contractor had hired several new contractors to work on big multifamily & office projects in Southern California. They had their eye on even more contracts—major undertakings like university campuses & healthcare facilities.

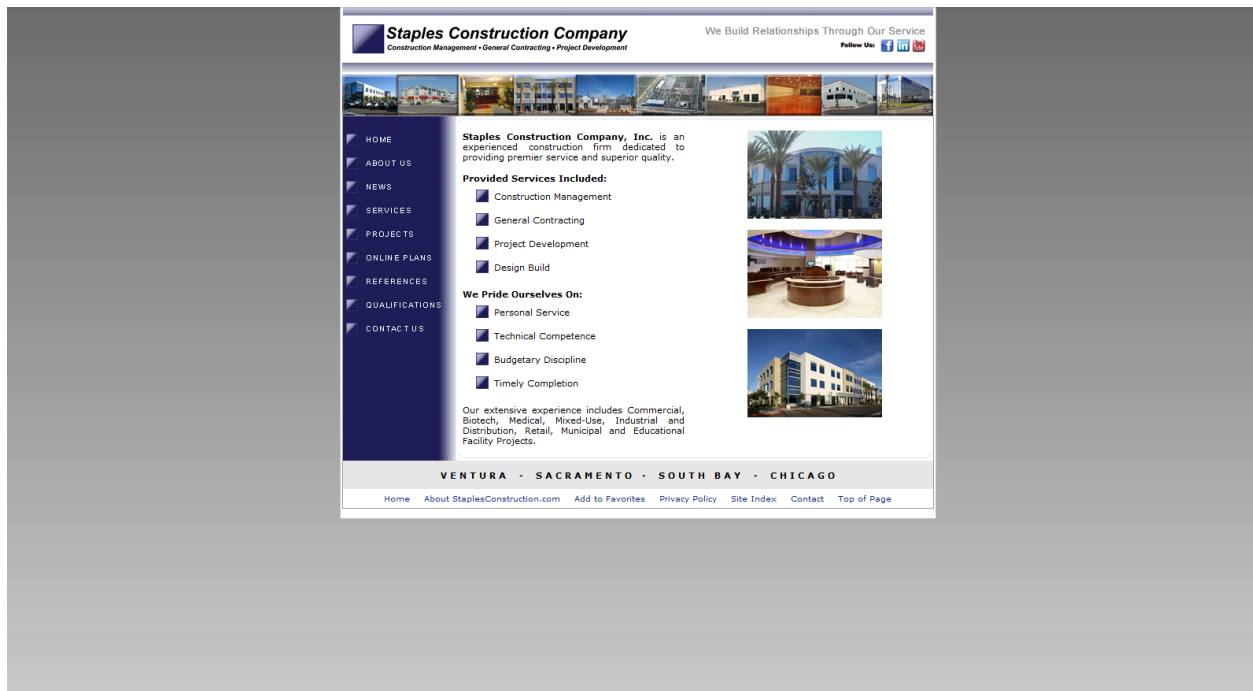
...but you wouldn't know it looking at their website.

The website was so old & out-of-date, it gave the impression of a closed business that forgot to take it down!

Staples decided it was time for a new website. They just weren't sure of the correct approach.

## The Problem – A Case of "WWW" (World's Worst Website)

This is what the StaplesConstruction.com website looked like at the time:



Out-of-date content on every page. Broken links. An unreadable layout when viewed on phones. No search rankings to speak of.

And the worst part? The underlying technology had aged so much, the company had no way to update it!

They needed a fix...a big one. To find it, David Staples turned to Robert Douglas, head of PlanetMagpie, the IT agency helping Staples build out their IT infrastructure.

"Do you know someone who could save our site?" he asked.  
"Yes," Robert said. "I have a team for that."

## Solution – A Fresh Website and All-New Branding, From the Top

The PlanetMagpie Creative Lab took a hard look. Not just at the Staples website, but also at Staples Construction as a business.

The best solution, they determined? Build a new website, yes...but start fresh. Go back to the business' fundamentals. Real people. Their day-to-day processes. What truly set them apart.

The new website would feature:

- Testimonials from current customers, to illustrate their working experience
- Full-screen, mobile-friendly pages so everyone could visit on any device
- New content to showcase their current projects and team
- An easy-to-update platform/CMS

Alongside it, they would create a whole new brand for Staples:

- A new logo
- All-new color scheme
- Messaging that reflects where the business is now

The website would stand as the centerpiece. However, it wouldn't be the only branded item – they would standardize Staples' bid books, sales collateral, and even email signatures.

All to demonstrate Staples Construction's current status, its strengths, and its future.

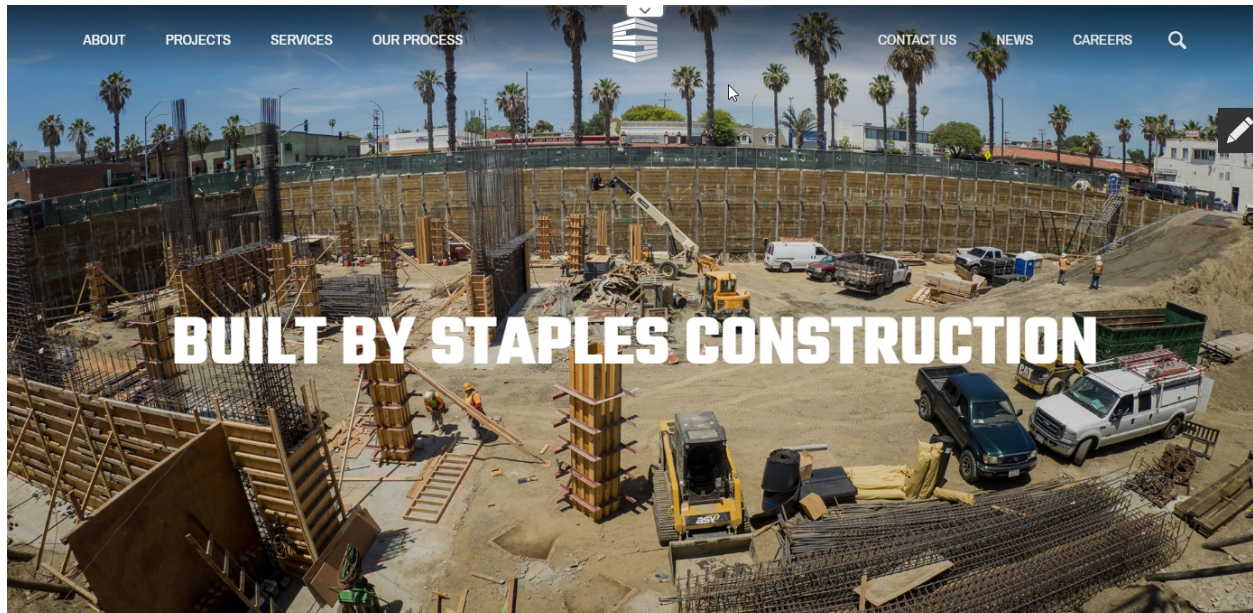
The team selected Progress' Sitefinity CMS for the new platform. Using an iterative process of design comps, they worked with Staples to generate the new branding elements before any website design took place.

Alongside the branding work, PlanetMagpie created all-new website content based on interviews with Staples personnel, customers, and target audiences.

Each stage of the project took its time. No one rushed. The idea was to extract the most value from every detail. If done right, the new website would last for several years, and the new branding & messaging years beyond that.

## The Result – Website Awards, an Industry Phenomenon, and a Jump in Business

This is the [StaplesConstruction.com](https://StaplesConstruction.com) website now:



Staples Construction uses an industry-leading pre-construction and project management work model to give stakeholders the best possible value and the longest lasting quality on their construction projects.

The new website garnered immediate praise from customers, partners, and vendors. They lauded it as a “professional space” for Staples’ target audience (Project Owners & Owners' Reps) to see all of the business' value.

The website also received three major accolades the same year:

1. Won a "Best in Show" award in the Construction Industry category (W3 Awards)
2. Page 1 search rankings for county- and state-relevant construction queries
3. Triggered a measurable effect on successful bids. Within 30 days, accepted bids sent in response to RFPs jumped 39%.

The latter happened so frequently, the Staples team started asking Owners their reasons for going with them. The responses came back as basically, "Your website! It looked great. I could tell you care about your team and your projects."

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*"We are extremely grateful of your hard work and proud to display our website. Of all the endeavors we took on within the last two years (started in 2016 and reaped the rewards during 2017) the new Staples branding initiative and updated web site roll out are considered to be a major success within our company and within the community."*

**~ David Staples, Founder & CEO of Staples Construction,  
Following the New Website's Launch**

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### The New Staples Construction Website Leapfrogged Competitors and Became a Construction Phenomenon

Taking a "Start from the Top" approach paid off. StaplesConstruction.com went from a confusing albatross around the business' neck, to a phenomenon within Southern California's construction industry.

A jump in accepted bids, totally revamping the company's image, an award-winning website to show future customers...the diligence taken at the project's outset not only delivered the value Staples sought, it catapulted their business forward.

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### **Could your website use the "Phenomenon" treatment?**

Contact PlanetMagpie's Creative Lab, the Web Development & Digital Marketing team responsible for Staples' new website and branding, to help you build or rebuild your own phenomenon.

Visit [PlanetMagpie.com](http://PlanetMagpie.com) or call 510-344-1200 to start.