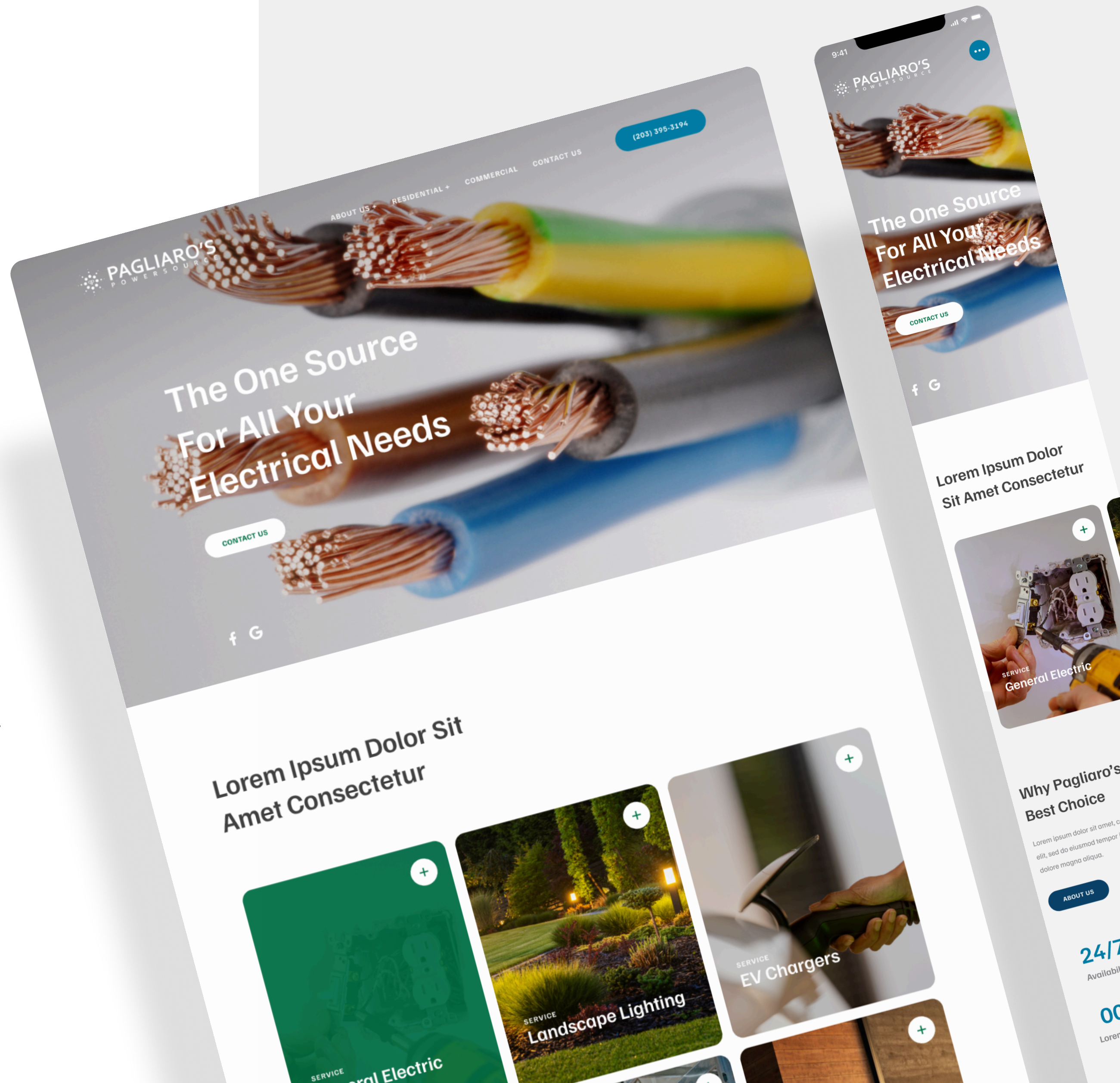


# PAGLIARO'S POWERSOURCE WEBSITE

## PROJECT OVERVIEW

Pagliaro's PowerSource is a Connecticut-based electrical company offering both residential and commercial services. While their business had a strong reputation locally, their previous website didn't reflect the professionalism or breadth of expertise that sets them apart.

They needed a refreshed digital presence that clearly communicated their services, built trust with potential clients, and elevated the overall brand image.



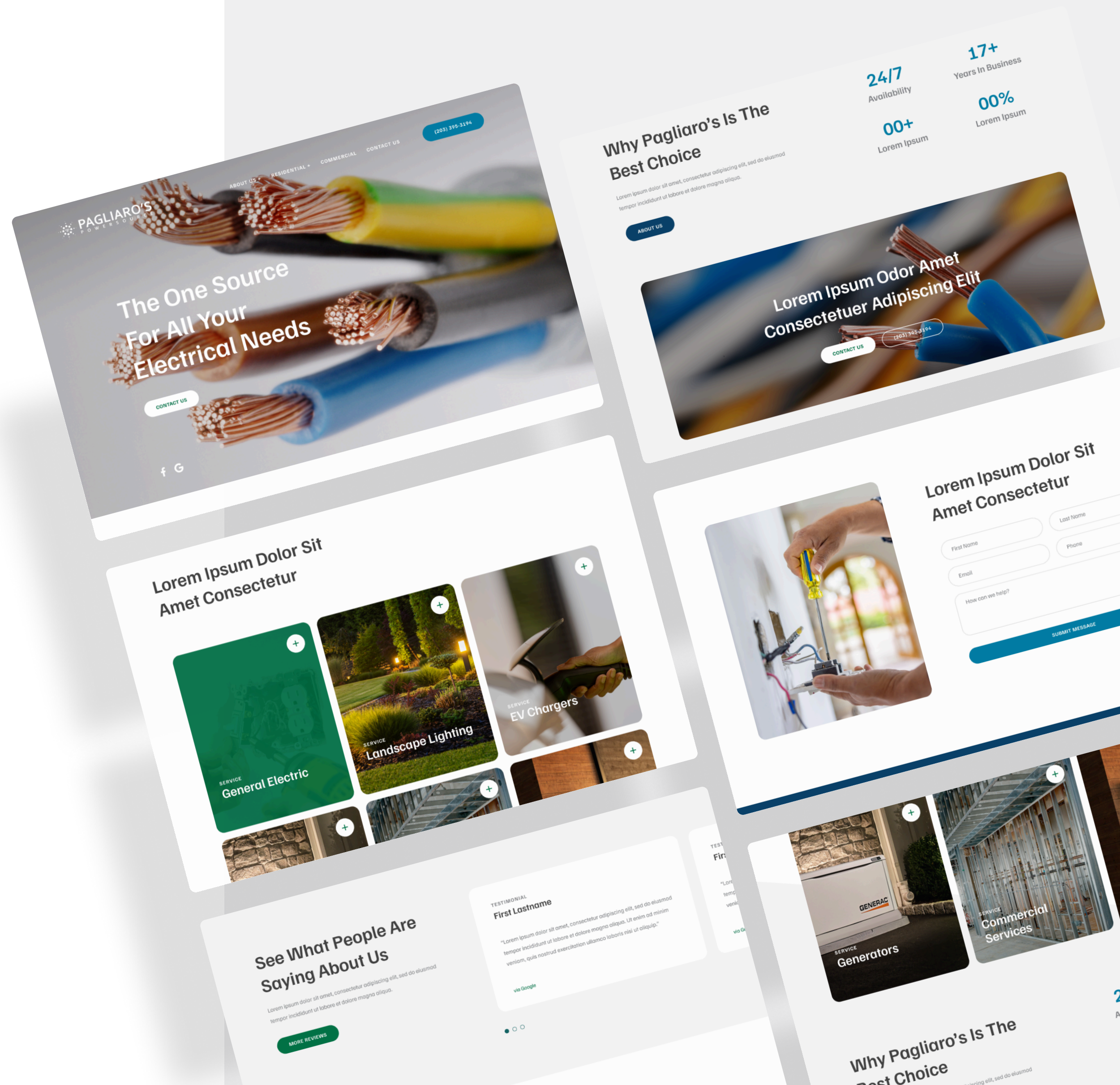


# THE CHALLENGES

The client's original site was outdated and lacked clarity in how services were presented. It also didn't communicate their credibility or make it easy for users to understand what they offer.

## CHALLENGES INCLUDED:

- Designing a clean, modern site that reflected the company's professionalism
- Clearly communicating their full range of electrical services
- Building trust and reinforcing their reputation
- Creating a user-friendly experience across all devices



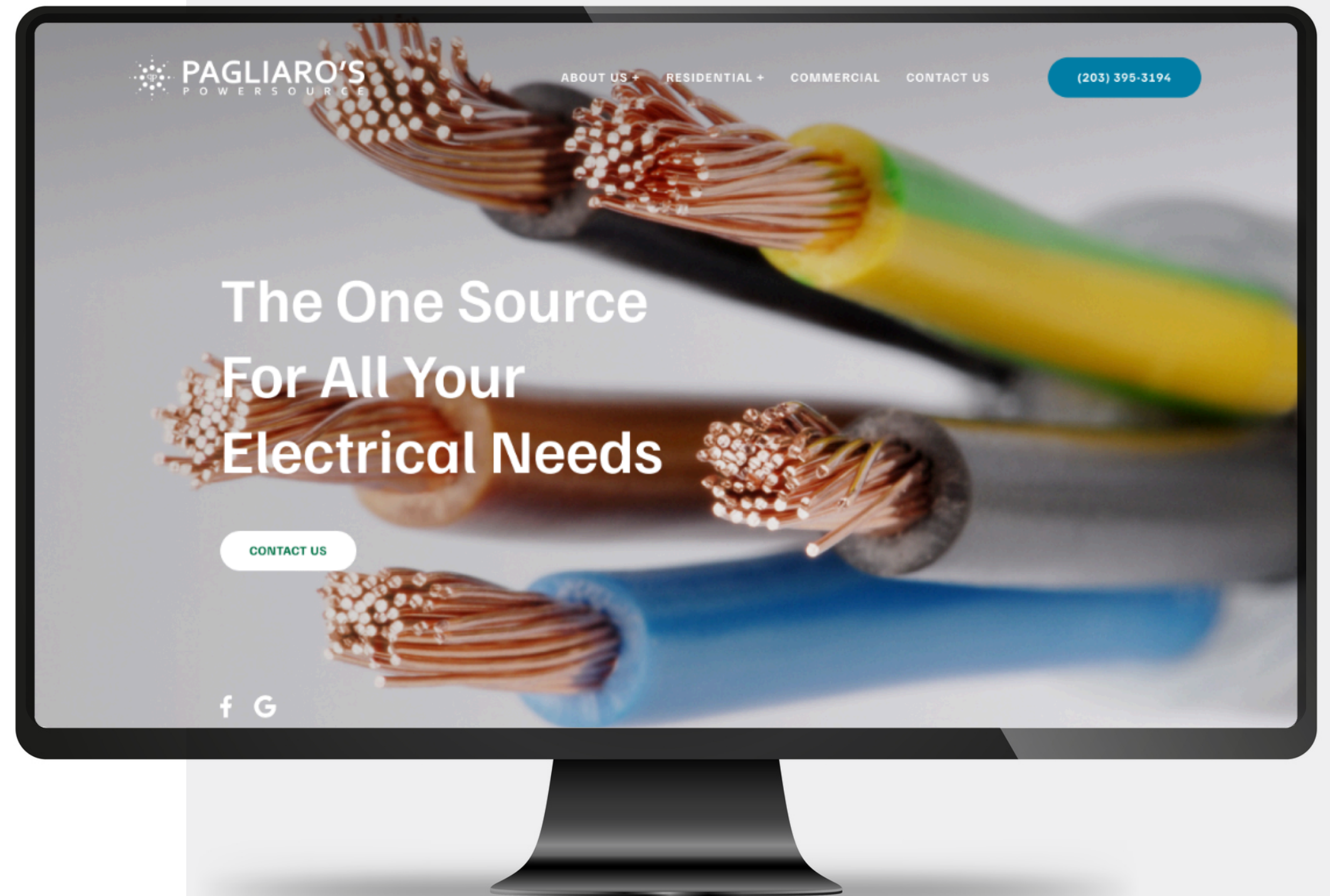


# THE SOLUTION

I developed a modern, easy-to-navigate website that gives Pagliaro's PowerSource a strong digital foundation. The design features a clean aesthetic with structured service sections, testimonials, and bold headers that communicate expertise and dependability.

## KEY SOLUTIONS INCLUDED:

- A simplified layout that focuses on clarity and usability
- Visual hierarchy to guide users through services and calls to action
- Strategic content sections to showcase credibility and quality assurance
- Mobile-optimized design for better accessibility



# THE FINAL DESIGN

The finished site offers a clear, confident representation of Pagliaro's PowerSource and its services. With a sleek design and improved usability, the website builds trust with prospective clients and reflects the company's ongoing dedication to excellence.

