



CASE STUDY

INTRODUCTION

Chipman Hill Property Services is a trusted property services company serving residential clients throughout Addison County, Vermont. Known for its responsive service, attention to detail, and long-standing client relationships, Chipman Hill has built its reputation through reliability and results.

As the company continued to grow, it became clear that their existing website no longer reflected the quality of their work or the breadth of services they offer. The site lacked clear messaging, modern design, and an intuitive structure for prospective clients looking to understand services, request information, or establish trust.

PROJECT OVERVIEW

To address this, Chipman Hill partnered with Independent Digital Marketing to redesign their website with a focus on clarity, usability, and professionalism. The goal was to create a modern digital presence that accurately represented the company's expertise while making it easier for property owners to connect with their team.

The redesigned website features a clean, streamlined layout, improved navigation, and clear service descriptions tailored to residential audiences. Thoughtful use of typography, imagery, and spacing creates a polished, professional feel while reinforcing trust and credibility. The new site also improves mobile usability, ensuring a consistent experience across all devices.

By organizing content around client needs and simplifying the path to contact, the new website now functions as a practical business tool, supporting inquiries, reinforcing brand authority, and positioning Chipman Hill for continued growth.

SOLUTION

- A modern, professional design that reflects the quality and reliability of Chipman Hill's services.
- Improved site navigation and content structure so visitors can quickly understand offerings and find relevant information.
- A responsive, mobile-friendly experience for users across all devices.

RESULTS

The redesigned website delivered a clear, cohesive digital presence that mirrors Chipman Hill Property Services' professionalism and commitment to quality. Visitors can now easily explore services, understand the company's approach, and take the next step toward working with the team. The improved design and functionality have strengthened Chipman Hill's online credibility and positioned the business for continued success.



Ryan and Jenna took a fresh look at our 8-year-old website and came up with some great suggestions that made the improvements easy to implement. They took what could have been an onerous process and made it seem simple. We love the results!

Geoff Conrad, Co-Owner

CHIPMANHILLPROPERTYSERVICES.COM

