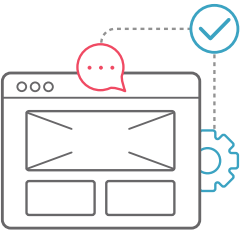


## Overview

---

**Bonnette Auctions and Louisiana Outdoor Properties** are a nationally-positioned real estate and auction company based in Louisiana with offices in Alexandria and Cottonport. They have a team of professional auctioneers, land men, foresters, and agents who are there to ensure that your property gets SOLD.

# Context & Challenge



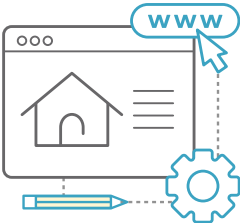
## PROJECT BACKGROUND

Louisiana Outdoor Properties and Bonnette Auctions wanted an online presence that connected their two companies together and showed branding relevant to their level of service.



## PROBLEM

Louisiana Outdoor Properties and Bonnette Auctions were 2 completely different websites but they wanted them to be connected. There was also no consistency between the two websites that showed the connection or the quality of service that they provide. The websites were not easy to make changes to and in an ever changing real estate and auction world - this was a necessity!



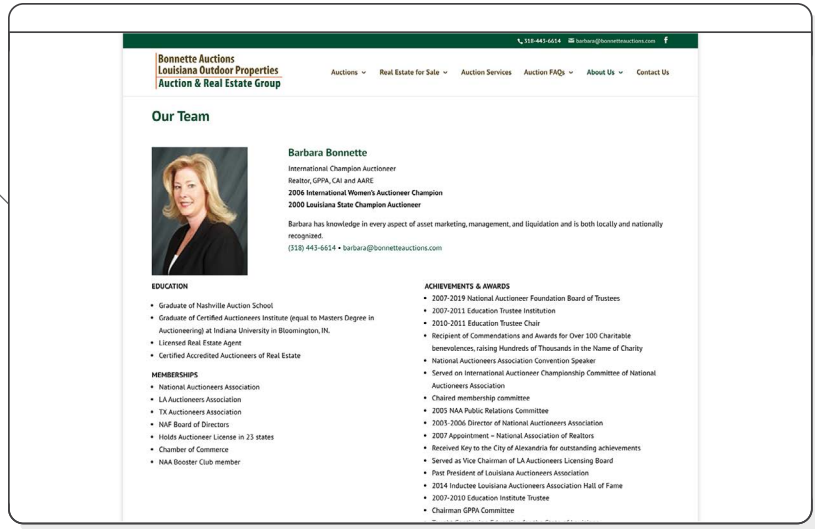
## PROJECT GOALS & OBJECTIVES

The primary goal of this new website project was to create an online presence for Louisiana Outdoor Properties and Bonnette Auctions that connected the branding while keeping the separate domains along with a very easy to use content management system to make edits quickly.

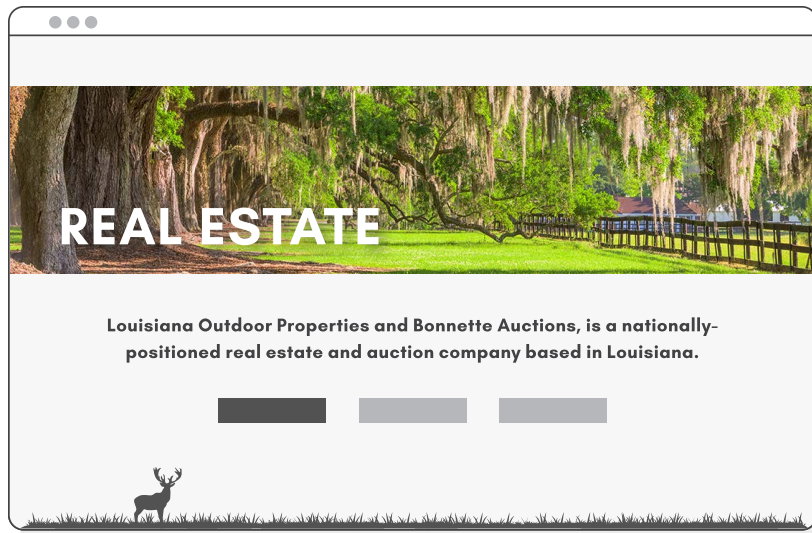
# Process & Insight

## OLD WEBSITE

- No connection between the two brands
- Not easy to make changes
- Lack of quality to present the service they provide



We created new branding that connected Louisiana Outdoor Properties & Bonnette Auctions, incorporating new colors, typography, and imagery with easy to use Content Management System that meet all requirements of the new branding.



## AUCTIONEER

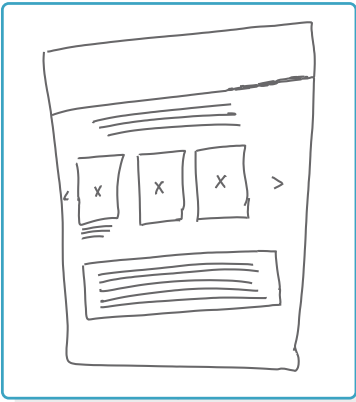
A person whom the seller engages to direct, conduct or be responsible for a sale by auction.

## LISTING DETAILS

This high traffic area commercial property is located in the fastest growing commercial district of Avoyelles Parish, the La Hwy 1 corridor between Marksville and Mansura. This 4.43+/- acre tract will have a Mansura mailing address but is actually in the Marksville city limits. Having approx. 1250' of road frontage on 3 sides, approx. 345' on La Hwy 1, approx. 575' on Jen Re Plastic Rd and approx. 330' on Airport Rd, the potential here is endless.

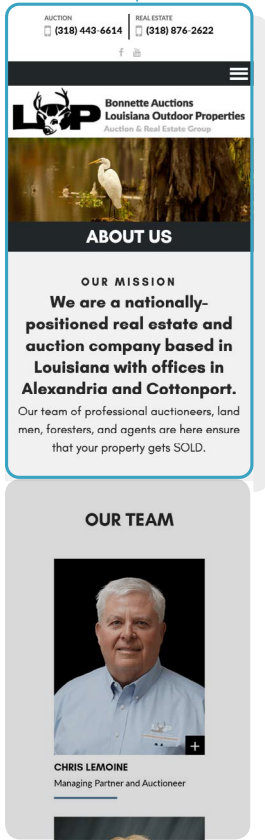
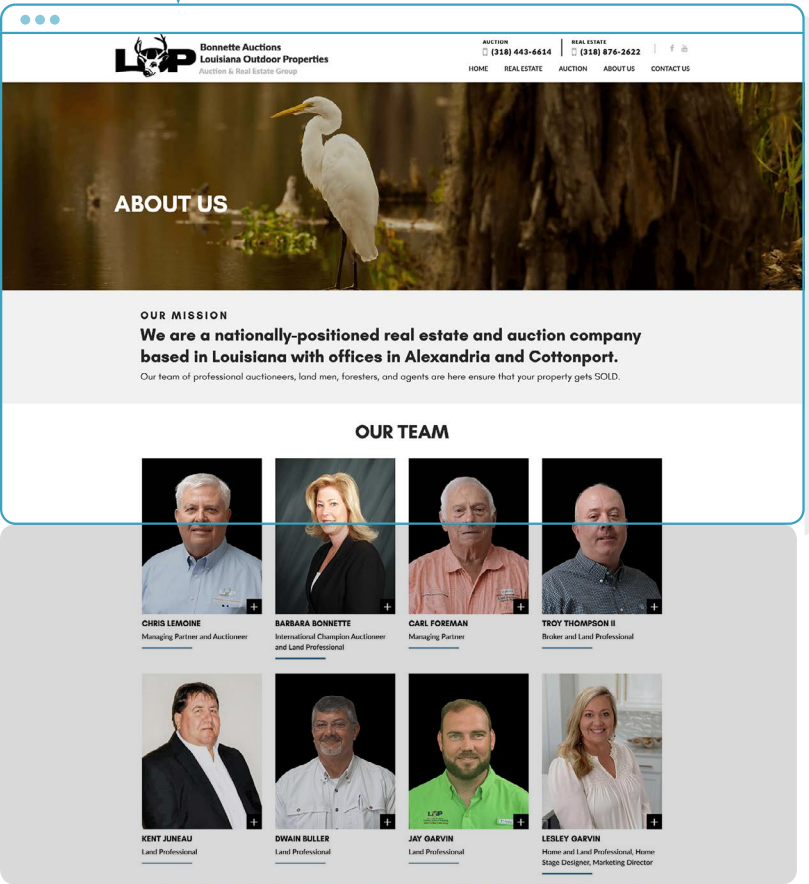
## QUESTIONS? LET US HELP

# Solution



Starting with a blank piece of paper, each page of the website was designed using photoshop to clarify the outline of the site. The new website needed a clean, elegant, and purposeful feel to connect two companies in a way that positioned them as the go-to place for any auction or real estate needs. Through several 1 on 1 conversations with the leaders of Bonnette Auctions & Louisiana Outdoor Properties, updates, and changes to those designs led to the final design that is seen on their new website.

There were two different paths that needed to be addressed on this website. One of the paths was to provide all the information needed around auctions from how to get started to seeing what auctions were currently going on and those that were coming soon. The other path to design for is the real estate side. This included a spot to see all the current listings and even those that were sold recently. The design and content for both of these paths determined how the pages were designed.



# Results

## Fast Speed Score



**Maura and the Ugly Mug Marketing team were the best to work with! From the very beginning, everyone was professional, timely, and amazing to work with. Our company started with a vision and Ugly Mug was able to fully execute that. We are so thankful for the hard work and dedication they put into our site.**

- Lesley Garvin

[uglymugmarketing.com](http://uglymugmarketing.com)

