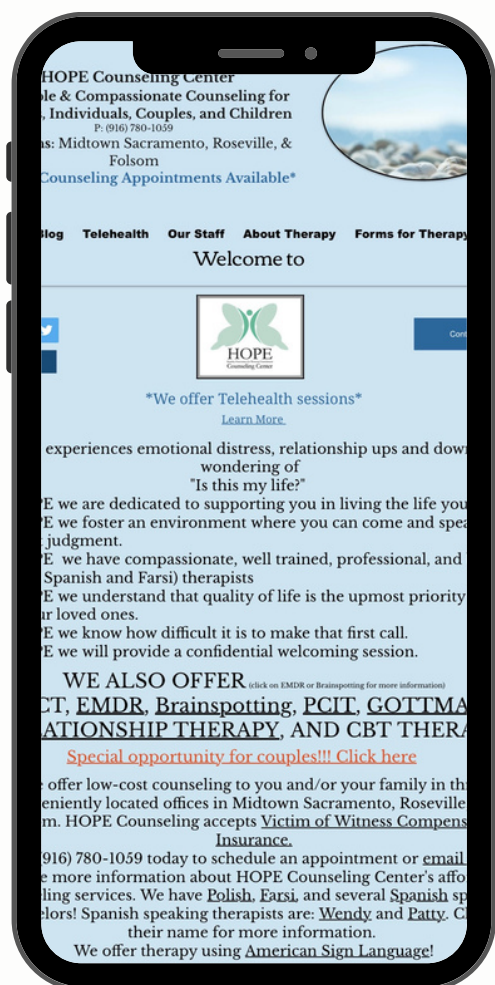


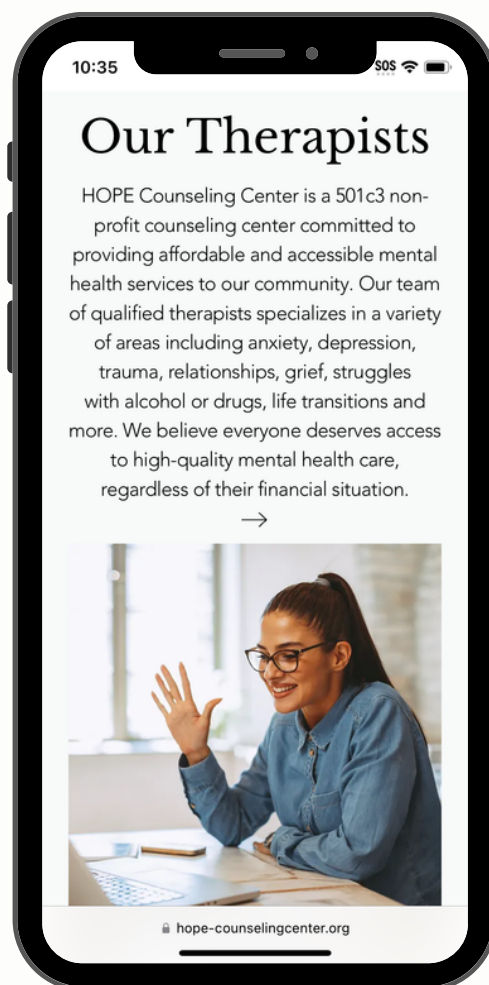


HOPE Counseling Center

Website Redesign



BEFORE



AFTER

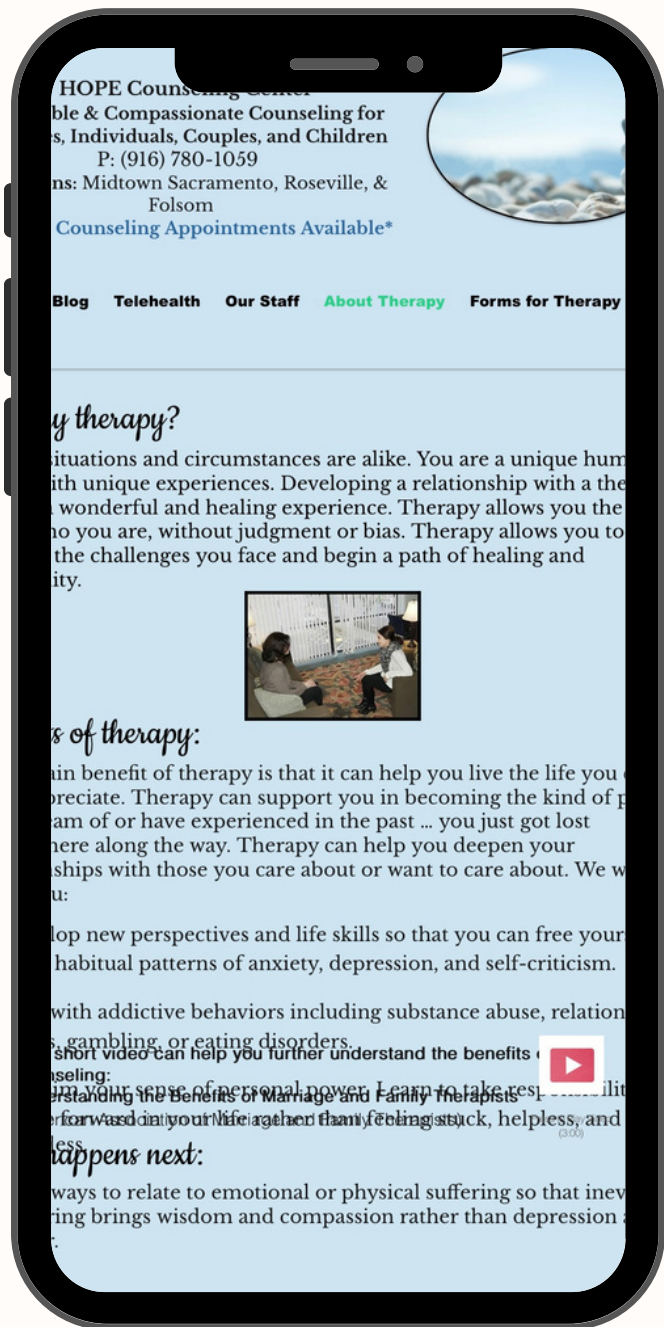
Project Overview

Unita Solutions undertook an accelerated website redesign project for HOPE Counseling Center, a California-based therapy group dedicated to providing affordable mental health counseling for individuals, families, and children. The objective was to develop a sleek, modern website within a fast-tracked timeline, enhancing usability and creating a more seamless experience for visitors.

[Learn More About HOPE's Counseling Services](#)

Challenges with the old website

Before the redesign, the previous website faced several challenges that hindered usability and engagement, including but not limited to:



- **OUTDATED DESIGN** – THE SITE HAD AN OLD-FASHIONED APPEARANCE THAT HAD CHALLENGES IN HIGHLIGHTING ITS MISSION-DRIVEN PURPOSE AND SERVICES IN A MODERN, USER-FRIENDLY WAY.
- **LACK OF COHESIVE FORMAT** – INCONSISTENT FONTS, COLORS, AND LAYOUTS LED TO A DISJOINTED EXPERIENCE.
- **POOR NAVIGATION** – USERS STRUGGLED TO FIND KEY INFORMATION DUE TO UNCLEAR MENUS AND STRUCTURE.
- **LACK OF MOBILE OPTIMIZATION** - THE WEBSITE WAS NOT FULLY OPTIMIZED FOR MOBILE AND TABLET USERS.
- **SLOW LOAD TIMES** – PERFORMANCE ISSUES LED TO HIGH BOUNCE RATES AND USER FRUSTRATION.
- **LIMITED CONTENT MANAGEMENT** – MAKING UPDATES TO THE SITE WAS CUMBERSOME DUE TO AN OUTDATED BACKEND SYSTEM.

BEFORE

Key Improvements and features of the new site

The newly redesigned website addresses these challenges with a complete overhaul:



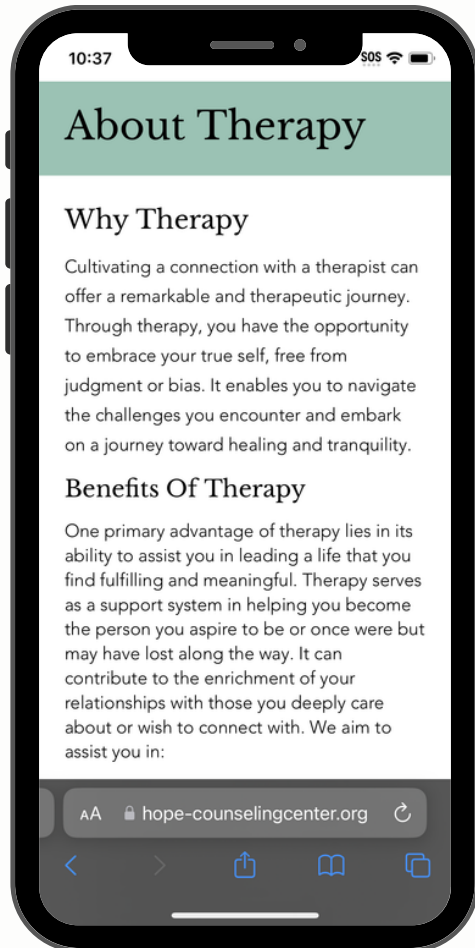
- **MODERN & SLEEK DESIGN** – A VISUALLY APPEALING LAYOUT WITH UPDATED BRANDING ELEMENTS.
- **CONSISTENT FORMATTING & BRANDING** – UNIFIED FONTS, COLORS, AND LAYOUTS CREATE A PROFESSIONAL LOOK AND ARE CONSISTENT WITH HOPE'S BRANDING ELEMENTS.
- **ENHANCED NAVIGATION** – A CLEAR, INTUITIVE MENU STRUCTURE IMPROVES ACCESSIBILITY TO KEY PAGES.
- **MOBILE RESPONSIVENESS** – FULLY OPTIMIZED FOR SEAMLESS VIEWING ON ALL DEVICES.
- **IMPROVED PERFORMANCE** – FASTER LOAD TIMES AND BETTER OPTIMIZATION FOR SMOOTH BROWSING.
- **USER-FRIENDLY CMS** – EASY-TO-UPDATE CONTENT MANAGEMENT SYSTEM FOR ONGOING MAINTENANCE.

AFTER



HOPE Counseling Center

Website Redesign



AFTER



AFTER

Project Conclusion

The successful redesign of HOPE Counseling Center's website marks a significant milestone in strengthening its digital presence. At Unita Solutions, we focused on addressing previous challenges and implementing modern web design principles to create a platform that is visually appealing, highly functional, and easy to maintain. This transformation lays the foundation for future growth and engagement, ensuring a seamless user experience for years to come.

If you or someone you know is seeking affordable counseling services, we encourage you to visit Hope Counseling Center's new website to learn more about their offerings and how they can support your mental health journey.

[Visit HOPE Counseling Center Website](https://hope-counselingcenter.org)