

# COAST & COUNTRY IS A FULL-SERVICE ESTATE AGENCY SPECIALISING IN COASTAL AND COUNTRYSIDE HOMES



Client

Coast & Country

Services

Website Design & Content Creation

Year

2025

## ABOUT THE PROJECT

Coast & Country Required A Website That Reflected Trust, Professionalism, And Market Authority. Mselleo Delivered A Clean, Conversion-Focused Design Supported By Strategic Content That Enhances User Experience And Strengthens Brand Credibility Across Digital Platforms.

# Strategy, Design, And Marketing Under One Roof

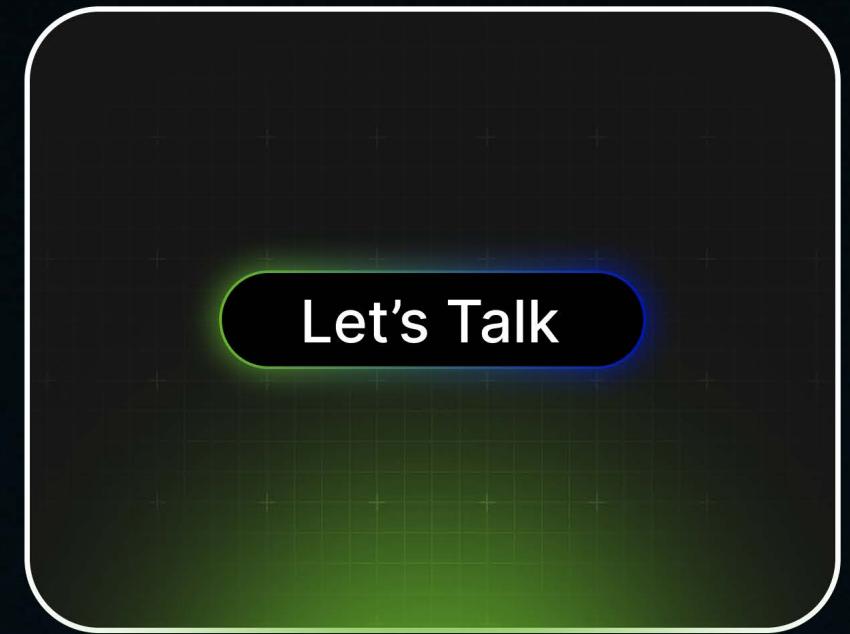


## Problem

The Existing Digital Presence Lacked Structure, Visual Consistency, And Compelling Content. Messaging Was Unclear, And The Website Did Not Effectively Communicate The Brand's Value Or Guide Users Toward Meaningful Action.

## Solution

Mselleo Designed A Streamlined Website Experience Paired With Purposeful Content Creation. The Solution Focused On Intuitive Navigation, Clear Messaging, And Performance-Optimized Design To Improve Engagement, Retention, And Overall Brand Perception.



Title

Body Text

## Architype Renner

# AaBb

Designed By

Paul Renner

Usage

Titles/Captions

Category

San Serif

## Inter

# AaBb

Designed By

Rasmus Andersson

Usage

Body Text

Category

San Serif

White

HEX: #FFFFFF

RGB: 255, 255, 255

Black

HEX: #000000

RGB: 0, 0, 0

Deep Navy Blue

HEX: #00094D

RGB: 0, 9, 77

Fresh Green

HEX: #69B82B

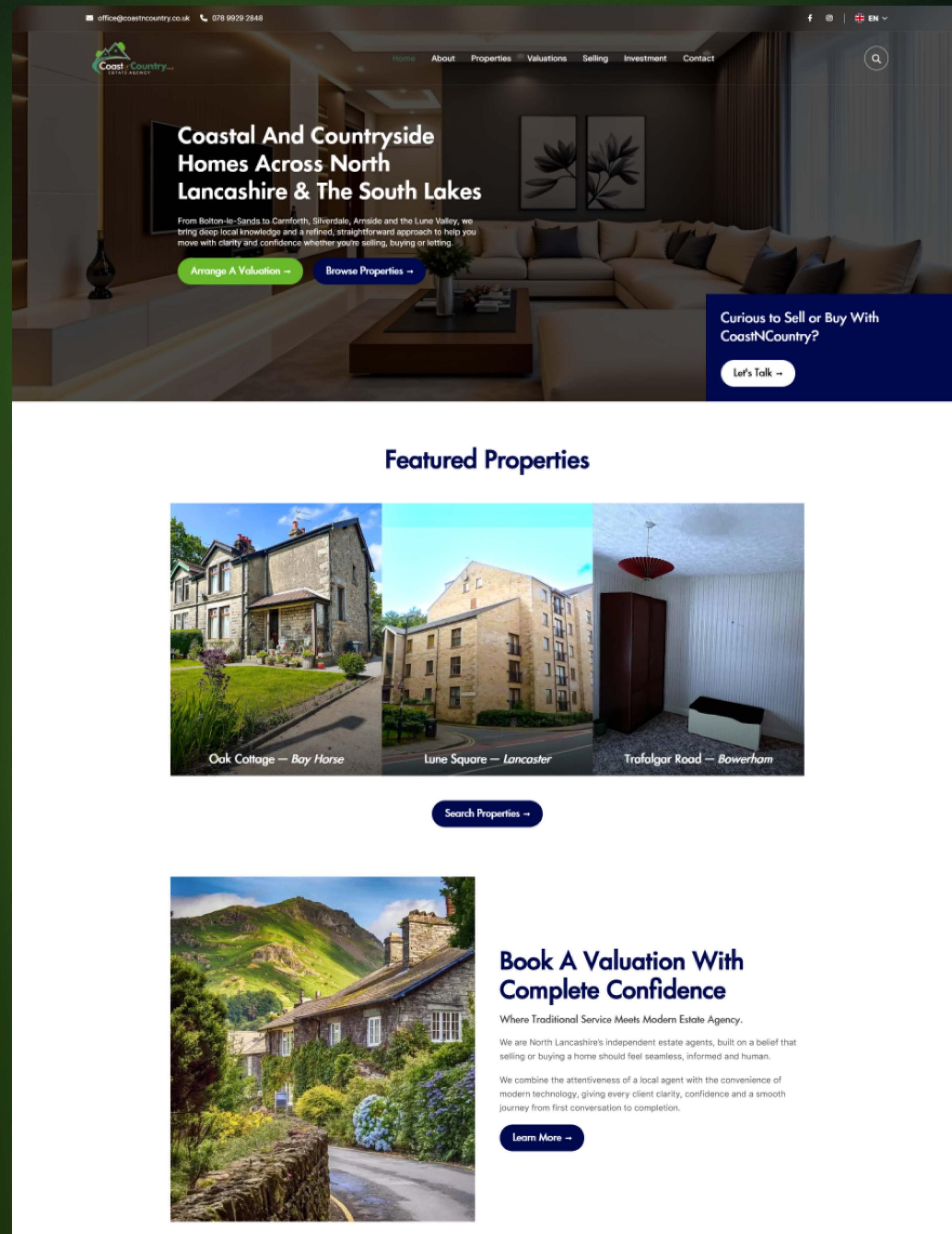
RGB: 105, 184, 43

DESKTOP

HOME PAGE

# Website Design

We Created A Clean, Modern Website With Balanced Typography, Strong Visual Hierarchy, And Smooth Interactions, Ensuring Clarity, Usability, And A Professional Digital Presence That Supports Brand Growth.



The screenshot shows a professional real estate website for 'Coast & Country Estate Agency'. The header features a dark background with the agency's logo and navigation links for Home, About, Properties, Valuations, Selling, Investment, and Contact. A search icon is also present. The main hero section has a dark background with a large image of a modern living room. It features a title 'Coastal And Countryside Homes Across North Lancashire & The South Lakes' and a subtext about the agency's local knowledge. Call-to-action buttons for 'Arrange A Valuation' and 'Browse Properties' are visible. A sidebar on the right is titled 'Curious to Sell or Buy With CoastNCountry?' with a 'Let's Talk' button. Below the hero section, a 'Featured Properties' section displays three images of houses: 'Oak Cottage - Bay Horse', 'Lune Square - Lancaster', and 'Trafalgar Road - Bowerham'. A 'Search Properties' button is located below these images. The bottom section features a large image of a stone cottage in a lush green setting with the headline 'Book A Valuation With Complete Confidence' and a 'Learn More' button. The footer contains a dark background with the text 'Unlock Clarity in Investment Property' and a 'Learn More' button.

## Working With Us

A Partnership Built Around Your Home.

Our local insight meets your understanding of the property, and together we shape a moving experience designed around your goals.

Selling your home is our priority, and exceptional service sits at the centre of everything we do.

When the experience is right, the outcome follows.

[Send Request →](#)



## Our Services



### Selling With Us

There's a confidence that comes from working with a team that truly understands the coastal and countryside market. Across Bolton-le-Sands, Cumborth, Silverdale, Arnside and the Lune Valley, we help homeowners achieve strong results with a selling experience that feels calm, informed and human.

### Invest With Us

We help investors with everything from finding high-performing properties to managing established portfolios. Our experience across residential and student markets in North Lancashire and the South Lakes helps us spot strong yields and long-term potential.

[Let's Talk →](#)

## Marketing Your Home

Where Thoughtful Marketing Meets Real Results.

Our social campaigns are crafted to showcase your home with personality and precision across Facebook, Instagram and wider digital channels.

With over three billion people using social platforms every month, targeted social marketing is integral to connecting your property to motivated buyers and maximising demand.

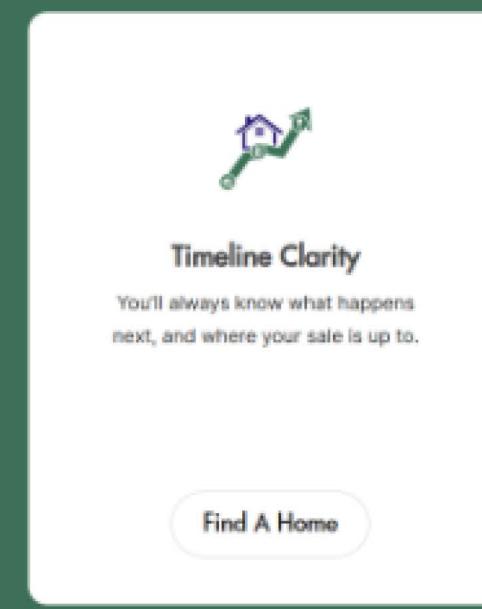
- ✓ No corporate messaging.
- ✓ No generic promotions.
- ✓ Just compelling storytelling that lets your home shine.

[Send Request →](#)



## Progress With Complete Transparency

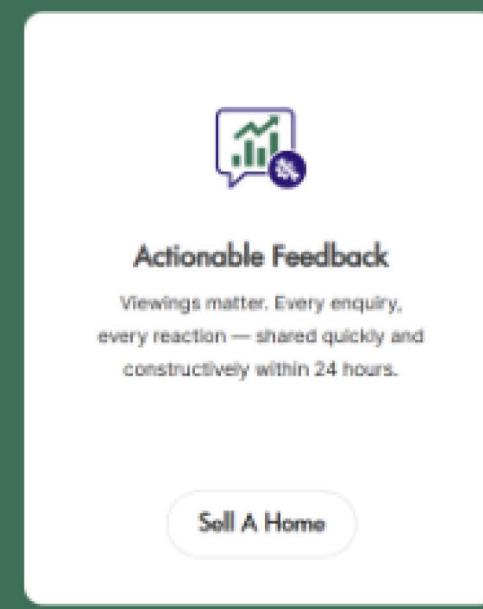
We make every step clear and every decision informed.



### Timeline Clarity

You'll always know what happens next, and where your sale is up to.

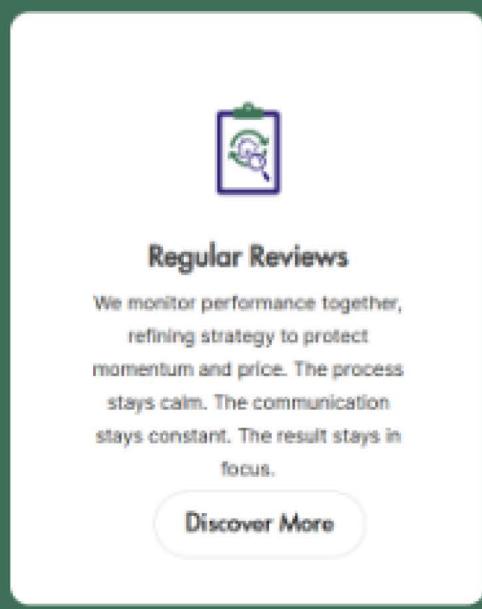
[Find A Home](#)



### Actionable Feedback

Viewings matter. Every enquiry, every reaction — shared quickly and constructively within 24 hours.

[Sell A Home](#)

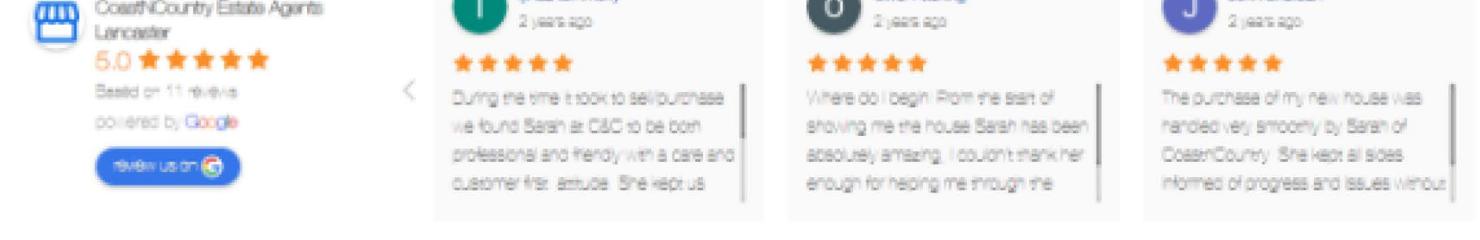


### Regular Reviews

We monitor performance together, refining strategy to protect momentum and price. The process stays calm. The communication stays constant. The result stays in focus.

[Discover More](#)

## What Clients Say About Us



## For Investors

Are you buying or selling for investment? Let us know, we have extensive experience in the local property portfolios and property management through our sister companies.

[Learn More →](#)

## Let's Understand Your Home's Value

First Name	Last Name	E-mail
Name	Last Name	E-mail
Phone number	Address	Postcode
Number	Address	Postcode
Do You Know The Approx. Internal Size Of The Home? (Sqft)		Tell us about your property
Size		Tell us about your property
Where Did You First Hear About Us?		
I have read the Privacy Policy and agree to receiving on-going marketing information.		



Thoughtful service, clear communication and dependable support from your first enquiry to completion.



### Quick Links

- Home
- About
- Properties
- Valuation
- Investment
- Contact
- Blog

### Our Properties

- Thurnham Mews
- Oak Cottage
- Lune Square
- Sycamore Crescent
- Trafalgar Road, Bowerham

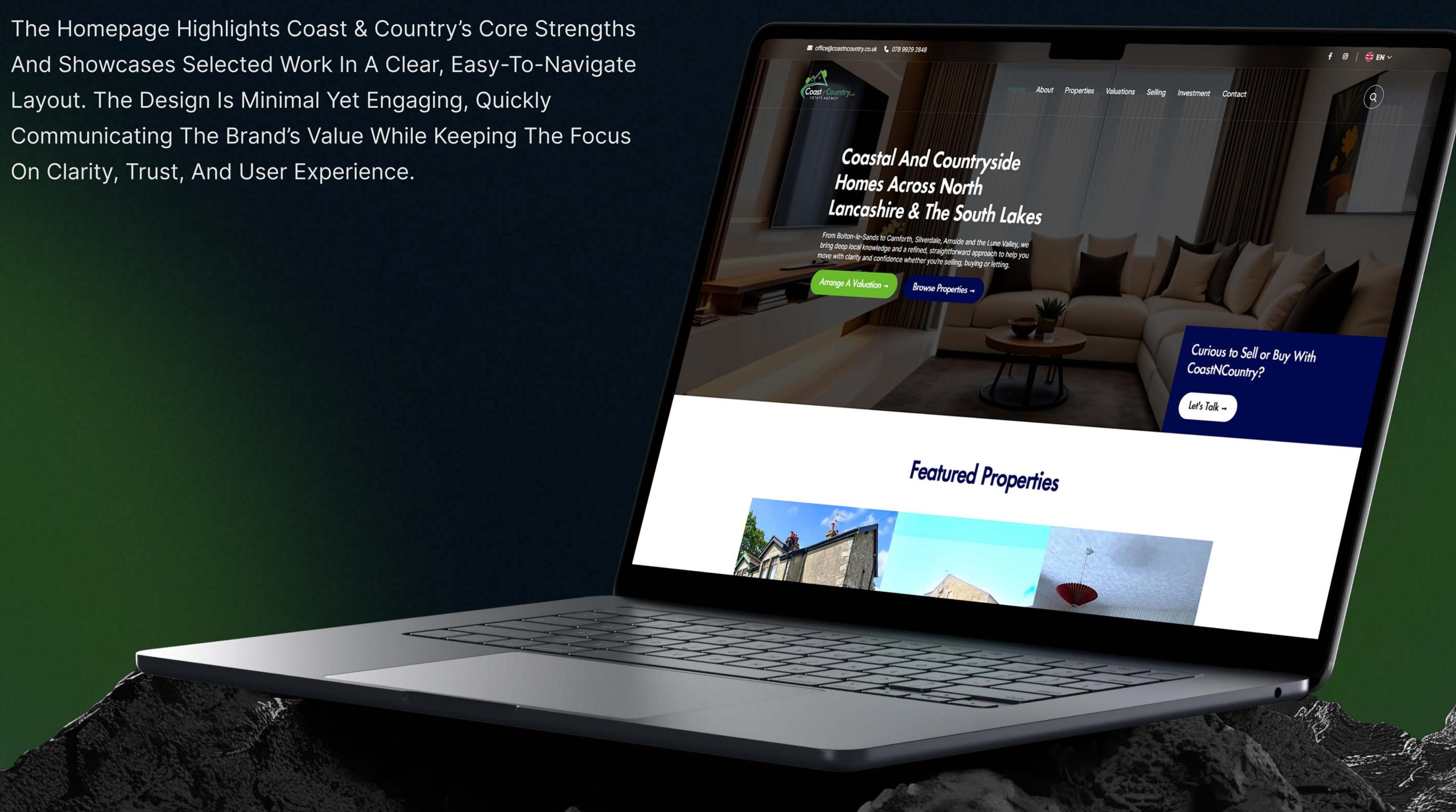
### Info

- 078 9929 2848
- office@coastcountry.co.uk
- Coast N Country Estate Agents Lower Ground Floor 69 Penny Street Lancaster LA1 1XF



# Homepage

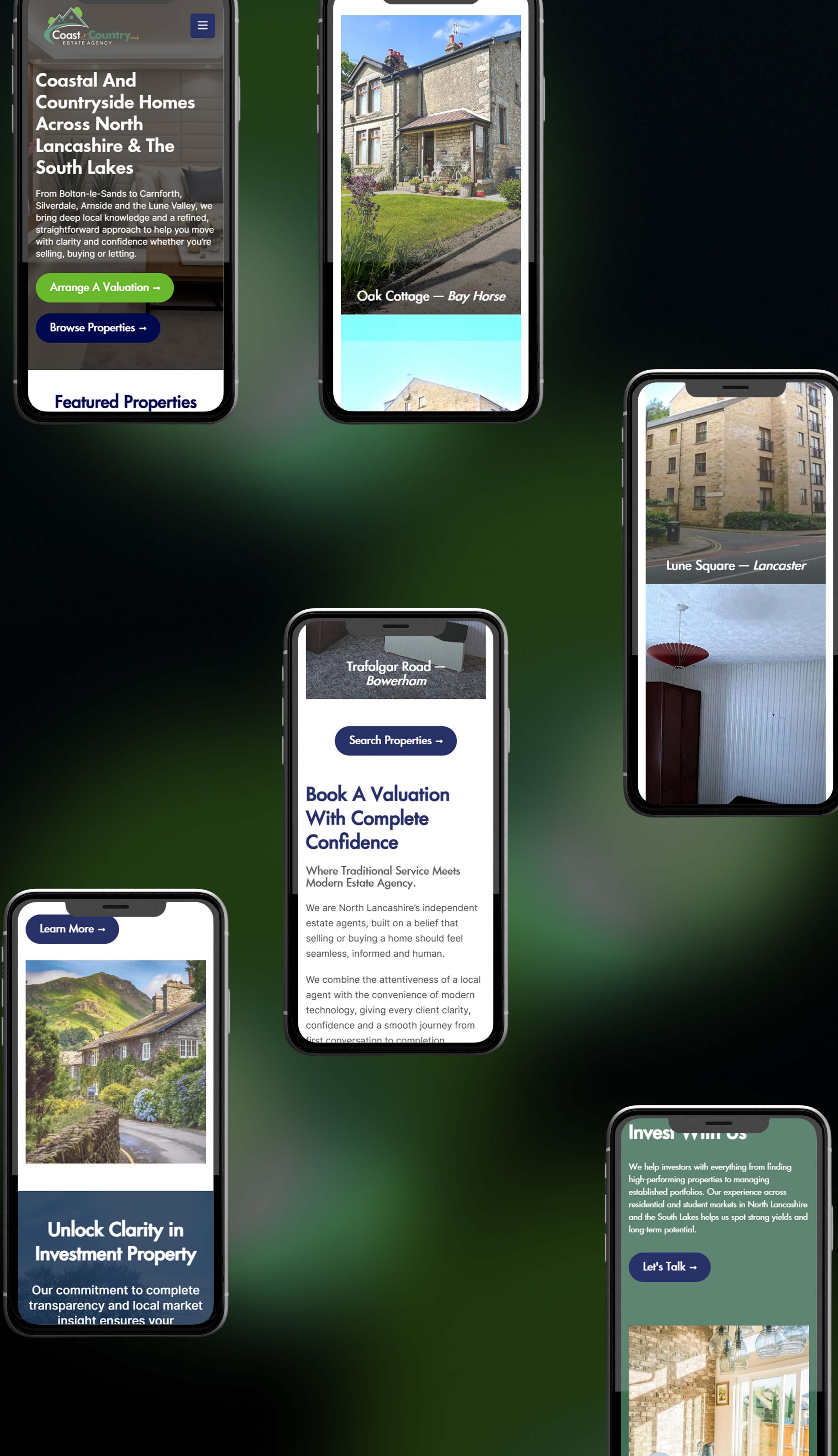
The Homepage Highlights Coast & Country's Core Strengths And Showcases Selected Work In A Clear, Easy-To-Navigate Layout. The Design Is Minimal Yet Engaging, Quickly Communicating The Brand's Value While Keeping The Focus On Clarity, Trust, And User Experience.

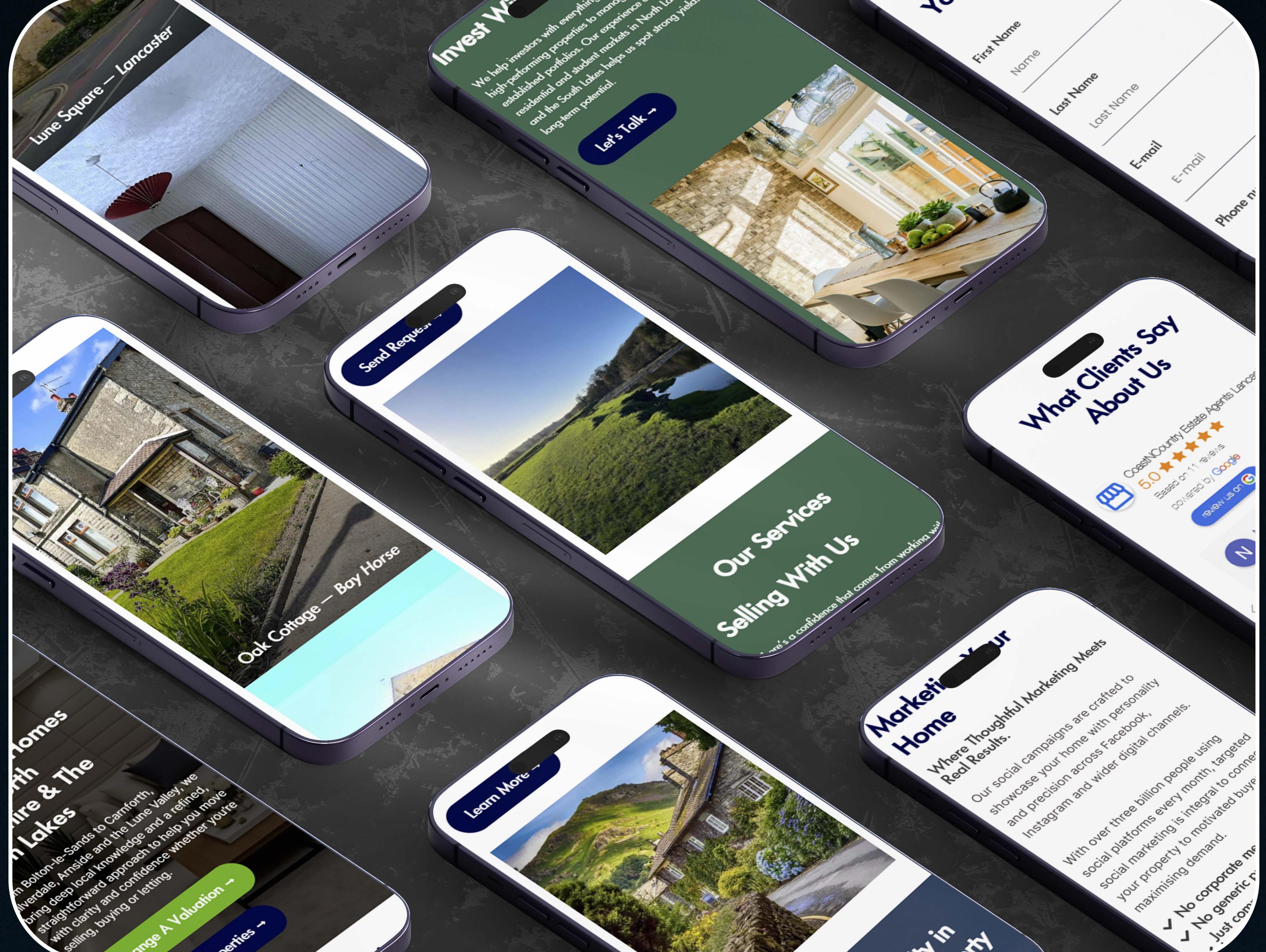
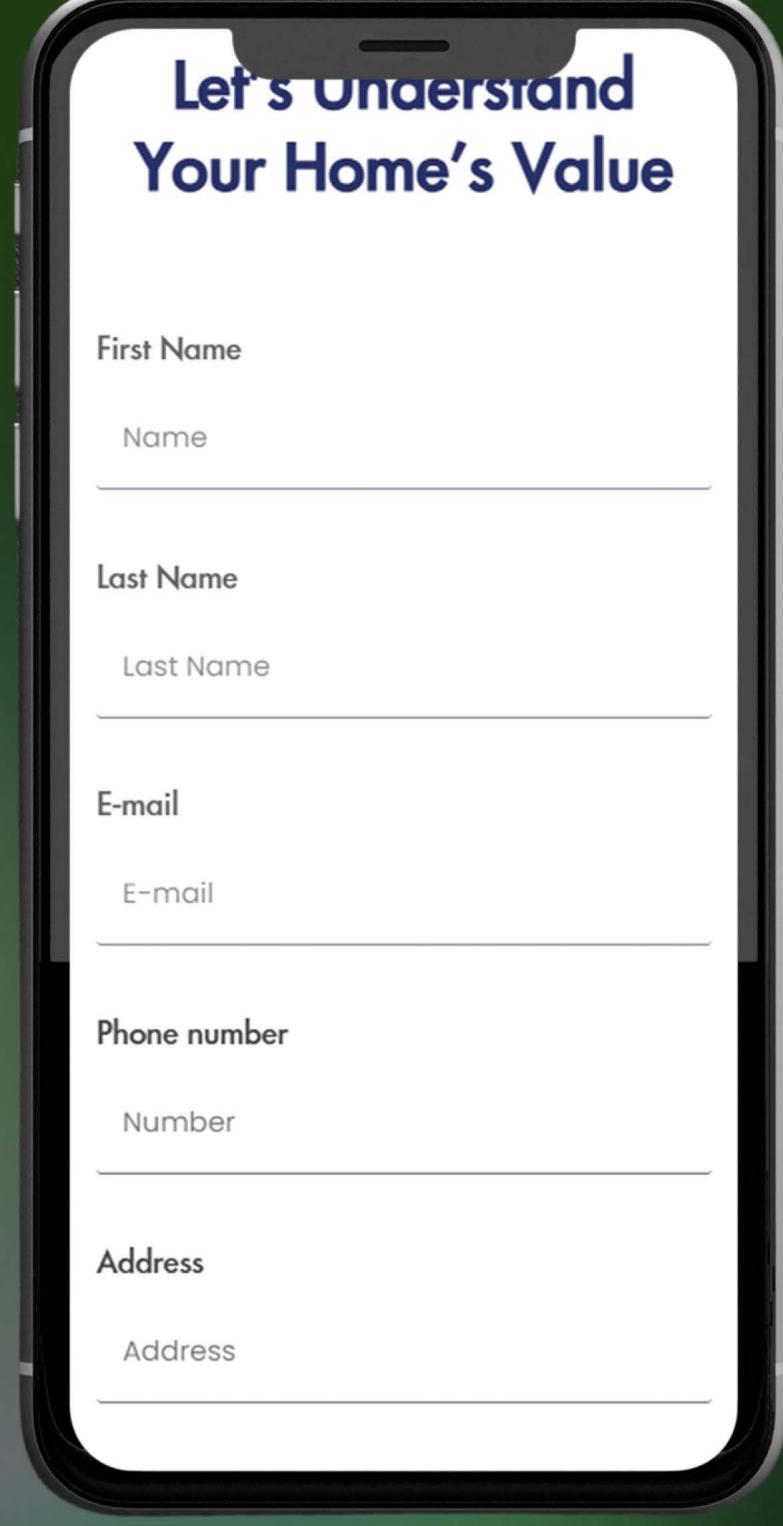
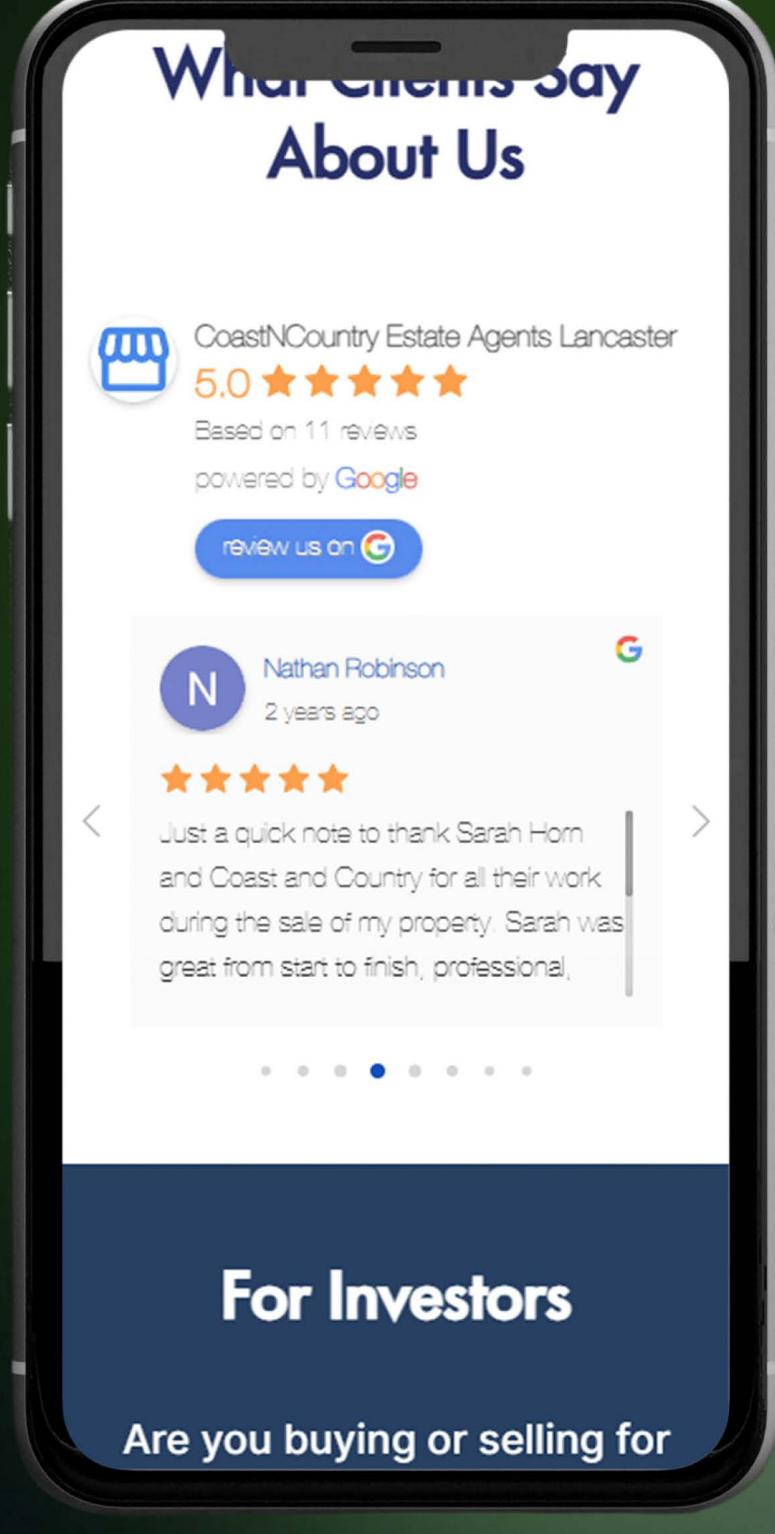
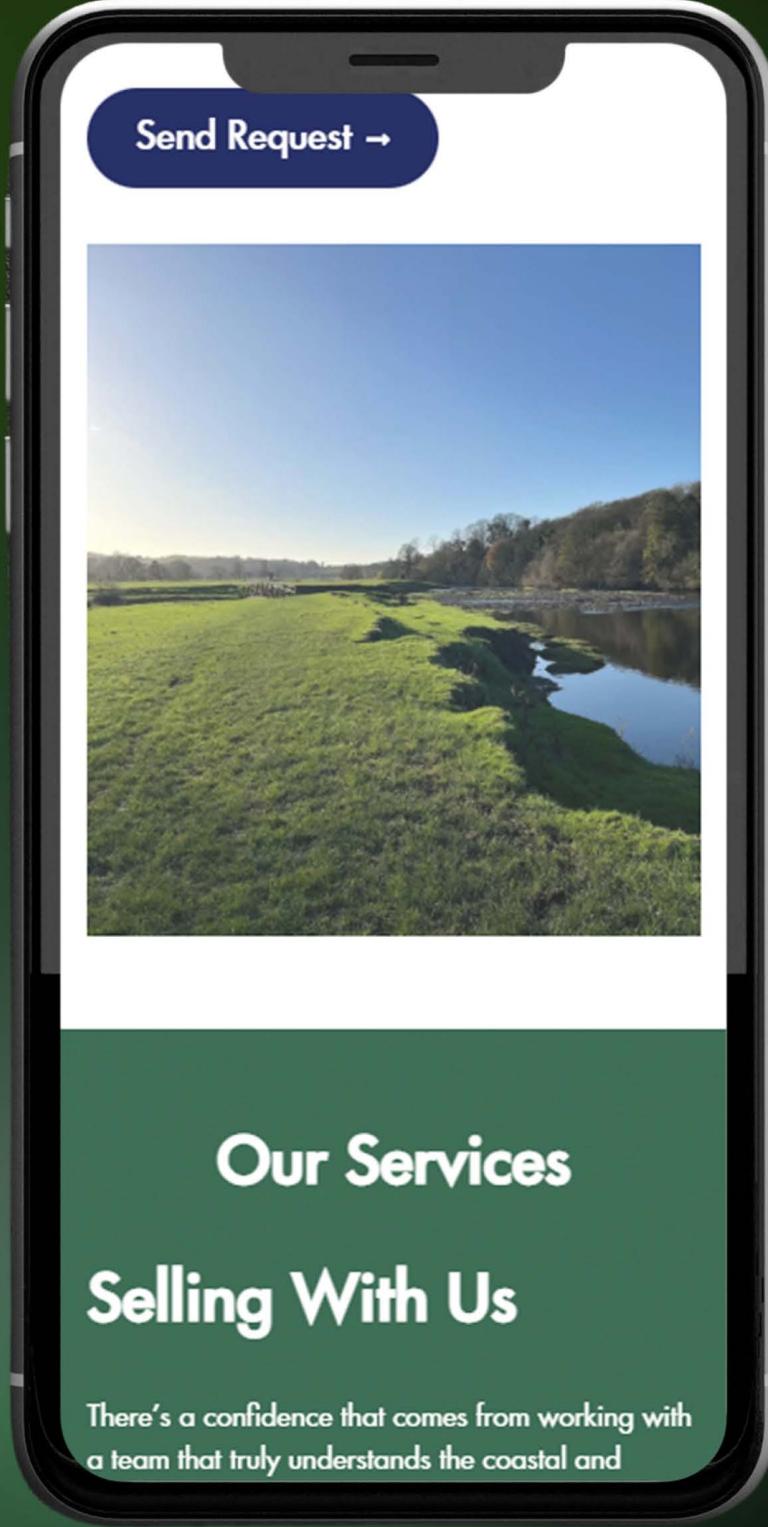
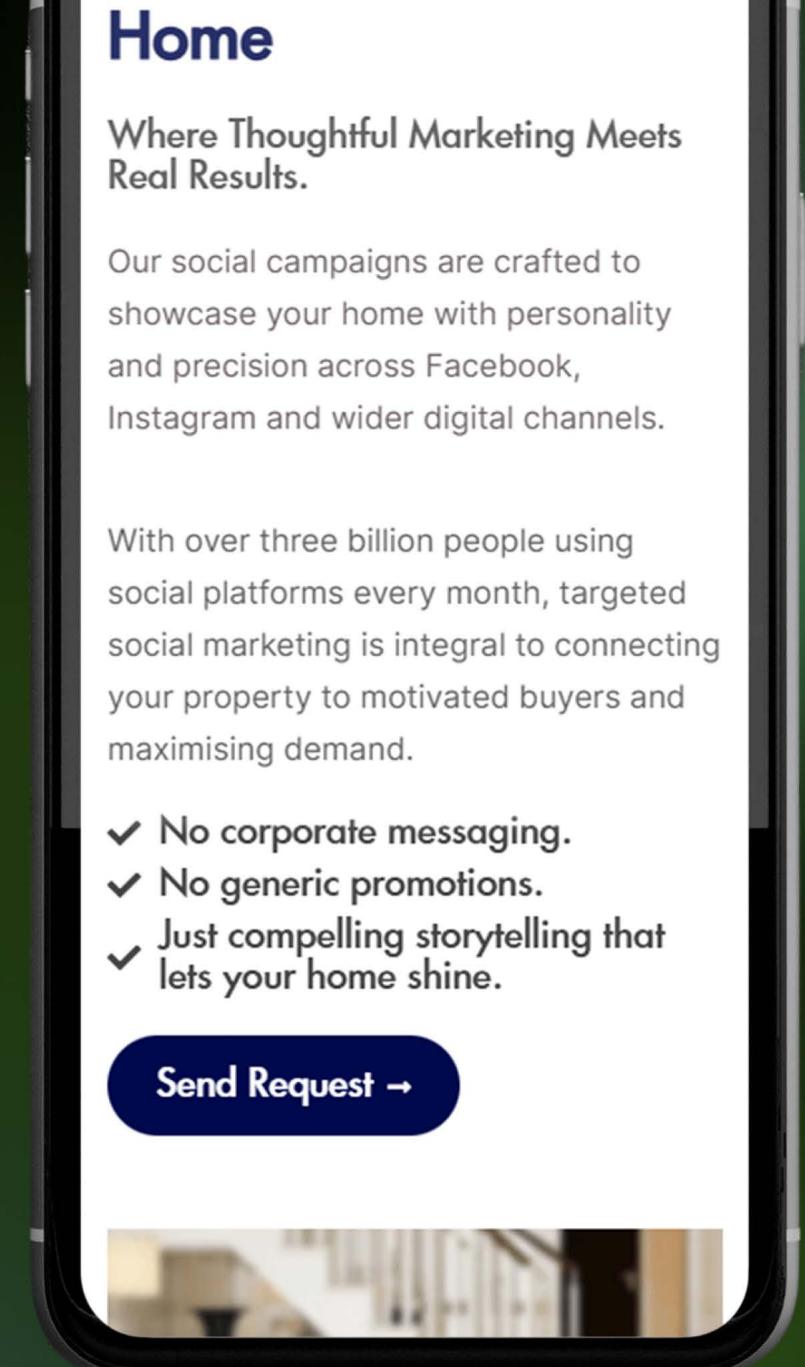
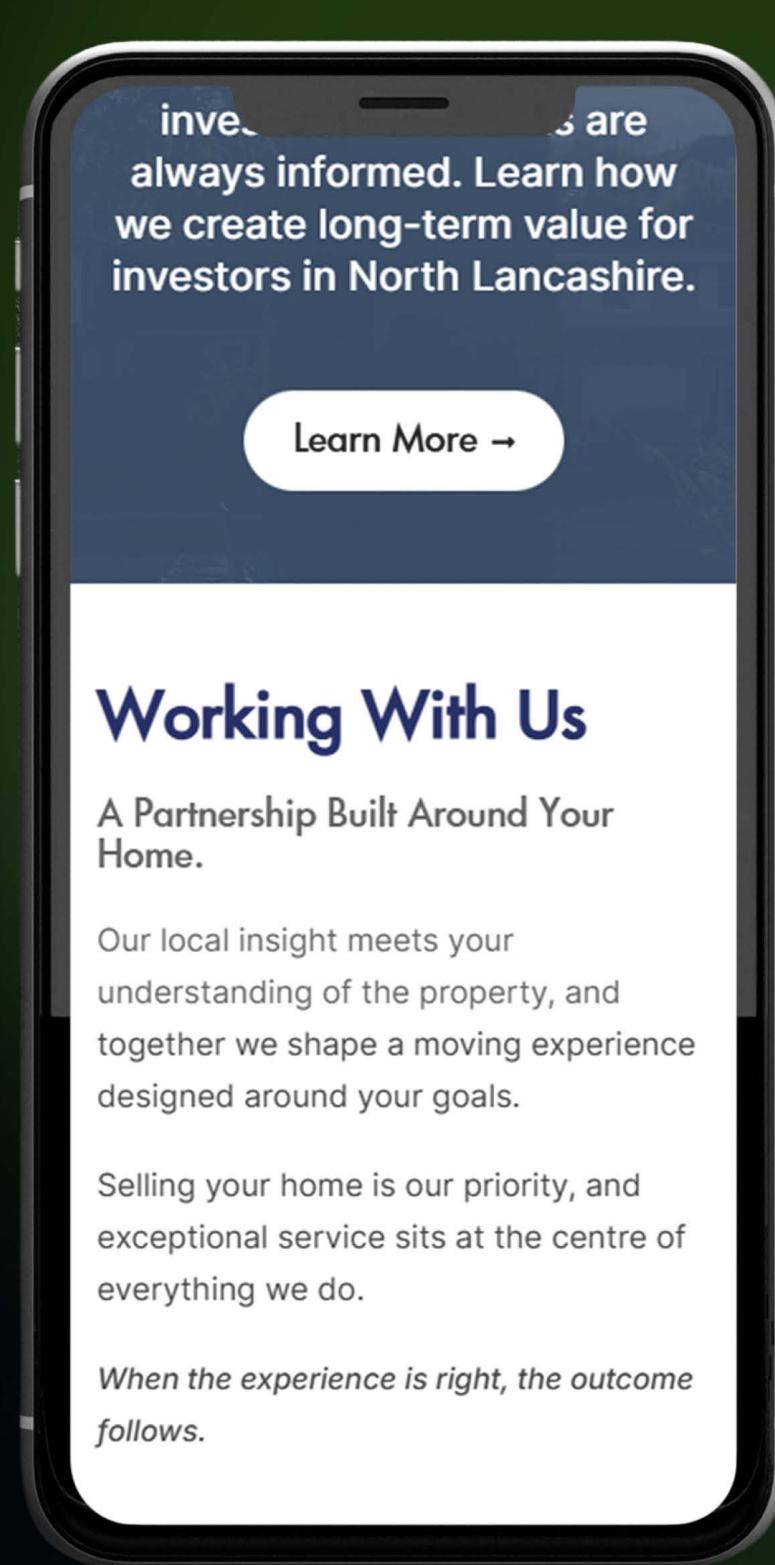


MOBILE

HOME PAGE

## Responsive Design





# About Us

Coast & Country Is Built On Clarity, Trust, And Thoughtful Design. The Brand Combines Refined Visuals With Clear Messaging To Create A Balanced, Modern Presence That Feels Professional, Approachable, And Aligned With Long-Term Growth Goals.

✉ office@coastncountry.co.uk ☎ 078 9929 2848

[Home](#) [About](#) [Properties](#) [Valuations](#) [Selling](#) [Investment](#) [Contact](#) [Search](#)

[EN](#)

**Your Move, Handled With Care**



**Rooted In The Coast And The Countryside**

Local insight, refined service and a calm, confident approach to moving home across North Lancashire & the South Lakes.

Coast N Country was built on a simple belief, that selling or buying a home should feel considered, well-guided and human.

We combine the attentiveness of a local independent agent with the polish and efficiency of a modern property service. Our clients come to us for expertise, but stay because the experience feels seamless, honest and quietly exceptional.

- ✓ This isn't just about transactions.
- ✓ It's about getting the move right.

**A New Way To Move**

Traditional values, modern delivery.

Coast N Country pairs high-level estate agency expertise with a contemporary, tech-enabled workflow. The result is a service that feels personal, hands-on and proactive without the friction or formality usually associated with the industry. We work closely with clients, not at a distance.

Your priorities shape our strategy, and every decision is made with intention.

[Send Request →](#)



**Local Knowledge With Real Depth**

The areas we represent aren't just postcodes, they're places we live, shop, walk and raise families.

From Bolton-le-Sands to Carnforth, Silverdale, Arnside and the Lune Valley, our understanding of the coastal and countryside market is lived, not researched.

We know what attracts buyers, what adds value, and how to position each property to achieve its full potential.

That level of familiarity builds confidence for us, and for the people we represent.

[Send Request →](#)

**Service That Feels Different**

We measure success not just by outcomes, but by how our clients feel along the way.

- ✓ Clear communication.
- ✓ Constructive feedback.
- ✓ Support that stays steady from valuation to completion.

With over three billion people using social platforms every month, targeted social marketing is integral to connecting your property to motivated buyers and maximising demand.



