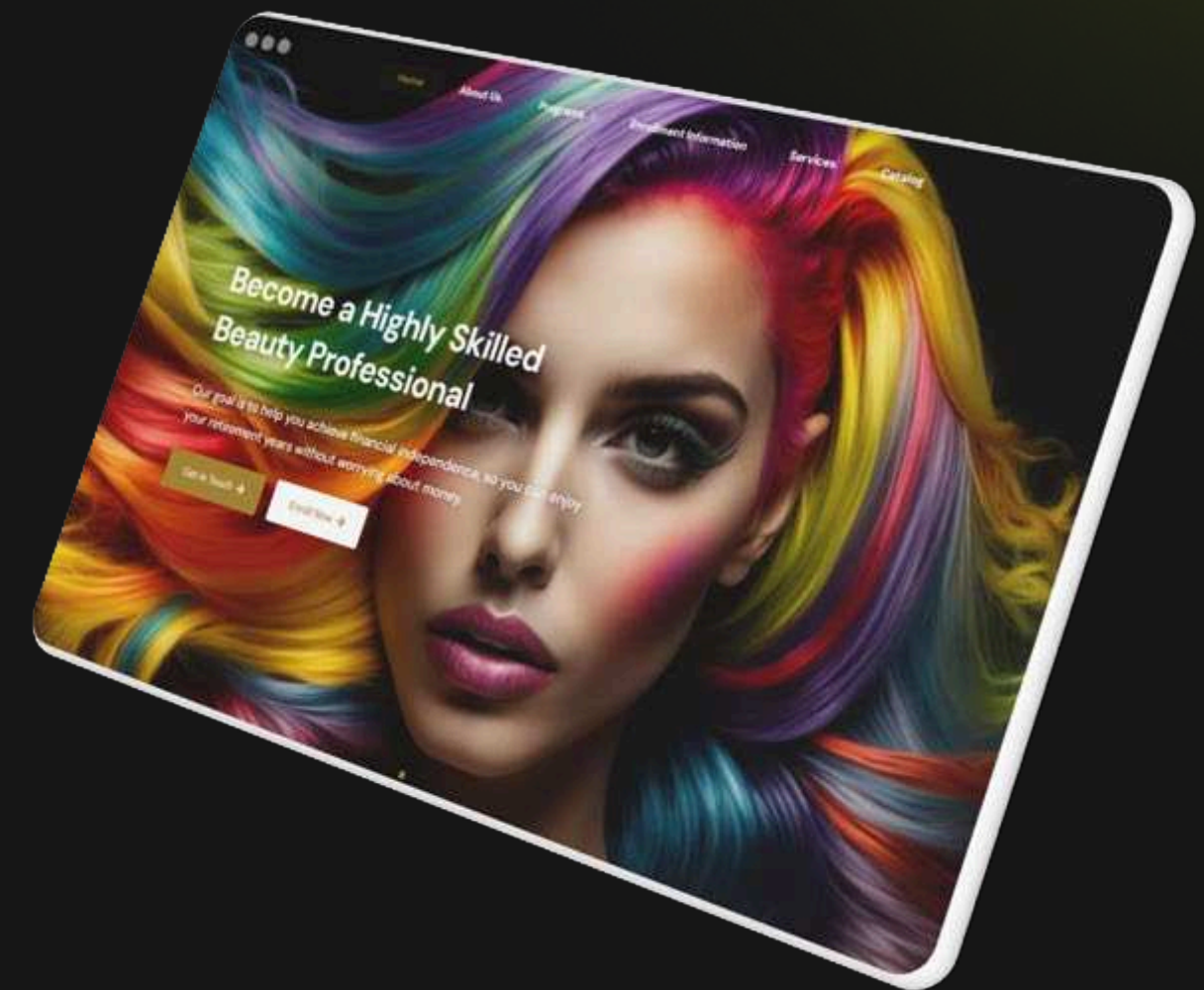


A Beauty-Driven Digital Transformation for **Portland Beauty School**

Portland Beauty School had the talent and reputation aspiring professionals sought. What they needed was a strategic partner to translate that credibility into a polished, high-impact digital presence — not just another school website, but a platform designed to inspire, attract, and drive enrollment growth.





What We **Built**



We didn't just design a **website**.

We crafted a bold, **beauty-forward** digital platform with purpose.

Every detail—from layout to messaging—was built to **inspire and guide** future beauty professionals with confidence.



Outcome

After launch, **Portland Beauty School's** digital presence became its most polished recruitment tool.



1. Optimized for Enrollment

The new website is fast, responsive, and designed to guide visitors from curiosity to course registration—boosting inquiries and applications.



2. More Engagement, Higher Conversions

Refreshed visuals and a user-friendly layout increased time on site and drove stronger engagement across devices.



3. From Outdated to Industry-Leading

What was once an underwhelming site now shines—building trust, showcasing credibility, and attracting the next generation of beauty professionals.



Core **Solutions** Delivered

Mobile-Responsive Website Design:

We developed a clean, responsive site that adapts seamlessly across devices—making it easy for prospective students to explore programs and apply on the go.

Student-Focused UX/UI:

Simplified navigation helps users quickly find course details, admissions info, and contact forms—creating a smooth path from interest to enrollment.

Optimized Performance Across Devices:

Fast, mobile performance ensures a smooth experience, helping users make confident choices.

Flexible Backend for Easy Updates:

The CMS allows staff to quickly update course offerings, events, or announcements—keeping the site fresh, informative, and aligned with academic cycles.



Where Design Meets **Ambition**

It's early. A future stylist searches, "top beauty schools near me." One name stands out — Portland Beauty School. The site loads quickly, showcasing polished visuals, clear course paths, and easy enrollment options. Within moments, an application is started. No confusion — just confidence.

The Portland Beauty Effect:

It's more than education — it's a digital-first beauty journey for today's aspiring professionals. From clicks to careers, we spark transformation.



From Local Leader to **Digital Trendsetter**

Portland Beauty School had earned its reputation in the classroom — but their online presence didn't reflect their expertise. While known for high-quality training, their **outdated** website lacked mobile responsiveness, intuitive navigation, and modern appeal. We stepped in to give their digital brand the **glow-up** it deserved.

Offline success, online gap – A strong school with a site that didn't reflect its quality.

Modern, beauty-led design – A polished look that matches their professional edge.

Student-first experience – Fast, mobile-friendly, and built to drive enrollment.



The **Mission?**



Our goal was to transform **Portland Beauty School** into a digital destination that reflects the quality, creativity, and professionalism of its training—through a sleek, high-performing website that inspires confidence in every visitor.

This required a system that was:

- **Scalable:** Ready to grow with new programs, certifications, and campus updates.
- **Searchable:** Structured with SEO content to attract beauty professionals locally and beyond.
- **Strategic:** Every page was designed to guide visitors seamlessly—from exploration to enrollment.

“Every element was **crafted** to reflect beauty, clarity, and the confidence of a **first impression.**”



What We **Achieved**

We crafted a high-performance, mobile-first website for **Portland Beauty School** that blends sleek design with user-focused functionality. The new platform loads quickly, reduces bounce rates by 43%, and presents programs and admissions info with **clarity and confidence**. A redesigned navigation system helps prospective students find the right course in just a few clicks, while **real-time** backend control allows staff to update schedules and offers with ease.

“We didn’t just build a website — we designed a **seamless digital gateway** for future beauty professionals to take their first step.”



Performance with **Purpose**

Today, **Portland Beauty School** is more than just an education provider — it's a launchpad for beauty careers, driven by passion, skill, and empowerment. The newly **designed digital presence** reflects their mission: to offer modern, accessible, and professional beauty education. The refreshed platform **blends elegance** with usability, inspiring confidence and connection from the very first click.

As the **Portland Beauty School** team puts it:



Education is more than training — it's transformation. Our new site tells our story before a student steps on campus — inspiring, welcoming, and designed for success.



The **Results**

The impact was clear the moment the new website launched:

- **Faster Load Speed 65%:** Improved user experience and higher search visibility.
- **Growth in Organic Reach 38%:** More students found the school in 2 months.
- **Increase in Ad CTR 52%:** Better targeting brought in more engaged, qualified leads.
- **2x More Qualified Inquiries:** Doubled enrollment interest without increasing ad spend.

“From an overlooked local site to a polished, professional destination — **Portland Beauty School** now makes the right first impression in one click.”



Beauty First. Purpose Always.

At **Portland Beauty School**, every skill taught is intentional. From expert-led training to client-ready experiences, our focus is excellence, confidence, and career readiness. Success in beauty isn't luck—it's **built** on technique, creativity, and real-world preparation.

This project showcases how **purpose-driven** branding can transform an institution's digital presence into a launchpad for future beauty professionals.



Ready to **Beautify Your Brand?**

Let's design a digital presence that reflects your excellence. Whether you're launching new programs or elevating your online image, we'll help you attract and engage students—confidently and professionally. **Book your free strategy session** today and discover how we turn interest into enrollments, clicks into consultations, and passion for **beauty into lasting careers.**

Result Tracking

Visibility

9X BOOST

IN ONLINE ENGAGEMENT AND STUDENT INQUIRIES



AS THE PORTLAND BEAUTY SCHOOL TEAM PUTS IT:

Every element of this new platform was crafted to inspire confidence. It doesn't just show our services — it showcases the future of beauty education.



Smart Design. Strategic Beauty. Clarity That Inspires.

“That’s what we delivered. That’s what your **school deserves.**”

And that’s what makes **Portland Beauty School** not just an institute of learning, but a modern blueprint for how beauty education brands should present, engage, and grow in today’s **digital-first world.**

