

CASE STUDY

Rivers Development Group

Website Improvement & Operational Support

CLIENT

Rivers Development Group

PROJECT

Website improvement, content updates, property presentation, responsiveness, contact accessibility, and ongoing support planning

Project Overview

Rivers Development Group engaged Elore Operations Group to improve and refine its existing WordPress website. The work focused on correcting practical website issues, improving the visitor experience, updating property and team content, and making important contact and navigation elements easier to use.

The project was approached as an improvement of the existing website rather than a full redesign. The goal was to preserve the site's existing structure and visual identity while addressing areas that directly affected usability, presentation, and ongoing content management.

The Challenge

The website required improvements across multiple areas. Contact information needed correction and accessibility improvements; spacing and responsiveness needed attention; property listings required updated photography and links; and sections such as Meet the Team and Community Outreach needed content updates. The work also had a rushed priority deadline, with the requested priority updates targeted for completion before Monday, August 10, 2026 at 8:00 AM.

Property presentation also benefited from a more mobile-friendly way to display multiple photos without creating long vertical galleries. A horizontal scrolling gallery format was implemented.

Elore's Approach

Rather than rebuilding the site unnecessarily, Elore focused on targeted improvements within the existing WordPress/The7/WPBakery environment. Changes were implemented incrementally and tested against the existing layout so the website could retain its established look while becoming more functional and consistent.

- **Preserve the existing website:** Improve the current site without unnecessarily redesigning its structure.
- **Prioritize usability:** Address contact accessibility, spacing, responsiveness, links, and property presentation.
- **Improve content presentation:** Use responsive horizontal photo galleries for property and Community Outreach photography.
- **Maintain consistency:** Keep recurring property and team sections visually and structurally consistent.

- **Plan for sustainability:** Identify future maintenance and support needs separately from the completed project scope.

Work Completed

- Corrected the website email and contact information.
- Made phone and email contact information clickable.
- Corrected spacing across website tabs and links.
- Updated Upcoming Homes with new images.
- Updated Completed Homes with new property images, information, and links.
- Added and updated requested social media links.
- Updated the Meet the Team section with provided information and photos.
- Improved website responsiveness where adjustments were identified during implementation.
- Added horizontal photo galleries for property images to improve presentation and mobile browsing.
- Completed a complimentary Community Outreach page improvement, including a larger photo showcase and subsequent image update.

Property Presentation Improvements

A consistent horizontal gallery approach was developed for property pages. Visitors can move through multiple property photos horizontally, particularly on mobile devices, while property addresses can link directly to the relevant Rivers Development Group page.

Property	Improvement
556 Wallace St.	Responsive multi-photo horizontal gallery with property link.
558 Wallace St.	Responsive multi-photo horizontal gallery with property link.
704 Cedar St.	Four-image horizontal gallery linked to the site's Under Contract page.
427 North Caroline St.	Four-image gallery linked to the site's Contract page.
531 North Lincoln	Four-image gallery linked to the site's Sale page.

Community Outreach

As a complimentary improvement, the Community Outreach page received a larger image showcase designed to give the organization's community involvement greater visual prominence. The gallery was later updated with an additional requested photograph.

Results

The completed work improved several practical aspects of the website experience without requiring a full redesign. Visitors now have clearer access to contact methods, more consistent property presentation,

improved mobile-oriented photo browsing, updated team and community content, and more direct paths to relevant property pages.

- Improved contact accessibility through clickable phone and email information.
- Improved mobile-oriented property photography through horizontal galleries.
- More consistent presentation across Upcoming Homes and Completed Homes.
- Updated Team and Community Outreach content.
- Improved responsiveness and spacing across identified website areas.
- Established a clearer foundation for future website maintenance and content support.

Additional Recommendations & Potential Future Updates

Several additional opportunities were identified during the project but were kept outside the completed project scope. These items can be evaluated and prioritized separately if Rivers Development Group chooses to proceed:

- WordPress/The7/WPBakery System & Plugins: Review and update the website's WordPress, The7, WPBakery, and associated plugins.
- Navigation & Consistency: Further refinement of navigation, spacing, and consistency across the website.
- Presentation & Visual Refinements: Additional improvements to the overall visual presentation and user experience.
- Contact Form: Add and configure a contact form to the Contact page, including appropriate email delivery and testing.
- Upcoming Homes: Update the Homepage Upcoming Homes section with a horizontal photo gallery to improve property presentation and browsing.
- Consultation Buttons: Refine the Plan a Consultation and Schedule a Consultation buttons for consistency and usability.
- Project Management Section: Update the Homepage Project Management section with current photographs representing the different phases of the development process, if updated images are available.
- Community Outreach: Update the Community Outreach page's mission statement and add or refine descriptions/captions for the individual photographs.
- Continued Website & User-Experience Improvements: Identify and address additional opportunities to improve the website as business needs evolve.

Future Scope & Pricing

Future work outside the applicable ongoing support plan will be evaluated based on the specific request. Items that fall outside the defined support plan will be handled as separate projects, with an individual proposal and pricing provided for approval before implementation.

Client Feedback

Following completion, Rivers Development Group communicated that they appreciated the services and improvements and stated that they looked forward to working together again. The client also indicated an interest in meeting with the team to discuss a future relationship and agreement.

Ongoing Support Options

To support the website after the initial project, Elore Operations Group proposed three levels of ongoing support:

Plan	Monthly Fee	What's Included	Clear Boundaries
Website Care	\$35/month	Website monitoring, broken-link checks, contact-form testing, basic troubleshooting, and minor text corrections to existing content.	No new pages, photo uploads, media uploads, design changes, layout changes, new functionality, structural changes, or custom development.
Website Care + Content	\$75/month	Everything in Website Care, plus up to 10 client-provided photos per month , image optimization, alt text, and placement of those photos on existing pages.	Maximum 10 photos/month across the entire website. No new pages, redesigns, structural/layout changes, new functionality, custom development, or major content restructuring. Client supplies all content and images.
Growth Plan	\$125/month	Everything in Website Care + Content, including the 10-photo monthly maximum , plus priority support, routine updates to Community Outreach, Meet the Team, and homepage content, and up to 1 hour of minor website maintenance or content updates per month .	Up to 10 new photos per month across the website and up to 1 hour of included website updates per month. Unused time does not roll over. The 1-hour allowance applies to eligible minor website updates and does not increase the monthly photo limit.

Additional Support & Project Work

Growth Plan Additional Support:

Once the included **1 hour per month** has been used, additional support is available at **\$85/hour**, billed in **30-minute increments**. Client approval is required before work exceeds the included monthly allowance.

Separate Projects:

New functionality or projects that fall outside the support plans are quoted separately before work begins. Examples include:

- New contact forms or advanced form systems
- New website pages
- Custom functionality
- CRM or third-party integrations

- Automation workflows
- Major design or layout changes
- Website redesigns
- Advanced email/SMTP configuration
- Custom development
- Copywriting

Conclusion

The Rivers Development Group project demonstrates Elore Operations Group's approach to practical website improvement: preserve what works, correct what creates friction, improve the presentation of important business information, and establish a sustainable path for future support.

The engagement also created a foundation for a longer-term client relationship focused on website maintenance, property updates, content management, and continued operational improvements.