

# Case Study: Website Design & Digital Setup for Join Helping Hands

**Client:** Join Helping Hands

**Owner:** Mr. Debopam Chell

## **Project Overview:**

Join Helping Hands required a professional digital presence to improve visibility, credibility, and accessibility for people searching for support services online. Before this project, the organization did not have a professional website, which made it difficult for people to find information through Google search.

## **Challenges:**

- No professional website
- Low visibility in Google search results
- Unstructured and non-user-friendly content
- No tracking setup for digital advertising

## **Solution Provided:**

Digital Builder Marketing Service designed a clean, user-friendly, and mobile-friendly website. The website structure was improved with clear navigation and locally relevant keywords to help improve search visibility. Basic on-page SEO and metadata were implemented. Facebook Meta Pixel was also set up to support future Facebook and Instagram advertising campaigns.

## **Impact:**

- Improved online credibility
- Better local discoverability on Google
- Easier access to information for users
- Website prepared for paid advertising campaigns

## **Conclusion:**

The project helped Join Helping Hands establish a strong digital foundation with a professional website, improved structure, and tracking setup to support future growth and outreach.