

# Website Optimization



**SOC 2  
TYPE II  
CERTIFIED**



## Introduction

WAHVE is a unique contract staffing talent solution serving the entire insurance industry that brings companies and “preting” professionals together. Companies get the right matched talent and vintage experts get to extend their careers working from home.

## Challenge

A well-designed website enhances visibility, attracts potential customers, and establishes credibility in the digital marketplace. By providing valuable content and a seamless user experience, a website can convert visitors into loyal customers, driving sustained growth and new opportunities.

Unfortunately, WAHVE’s existing website had a few shortcomings that were restricting the growth and expansion of their business. Some of the challenges included:

- The website looked “dated” and had a few issues with performance.
- Wahve.com focused on their core business units of hiring and recruitment. While sufficient for recruitment, it failed to promote their proprietary AI software, Brainwahve.
- A new approach was needed with a landing page for each of the three core businesses.

## Our Approach

Sourcepass delivers a range of development services including website development, custom website design, web application development, custom programming, and e-commerce solutions for clients in a variety of vertical markets.

Sourcepass understood the challenges faced by WAHVE and had its team of experienced web developers address those challenges and deliver outstanding results.

# Solution

Sourcepass successfully optimized WAHVE's website by addressing their specific needs through a comprehensive and strategic approach, including:

- ✓ Creating a site that captured the updated look of their major marketing rebrand.
- ✓ Defining landing pages for wahve.com, workathomevintageexports.com, and brainwahve.com.
- ✓ Designing a site that is responsive and provides a consistent experience on both desktop and mobile.

“

Rob (from the Sourcepass Web Solutions team) has been great to work with. He is very responsive and has done a great job helping us reach our goals.

- Rick Morgan, Chief Marketing Officer

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## Conclusion

Sourcepass provided multiple concepts for review and the client quickly became enamored with their chosen design. Using flexible headers, each section's navigation was organized specifically to their three business units.

The holistic approach by Sourcepass not only met WAHVE's immediate needs but also positioned their website for future growth and adaptability.



Sourcepass provides the technical expertise, strategic guidance, and impactful technology solutions to transform your company into a modern, secure, cloud-enabled business. Start your journey today by contacting us at 646.681.5528 or visit [www.sourcepass.com](http://www.sourcepass.com).