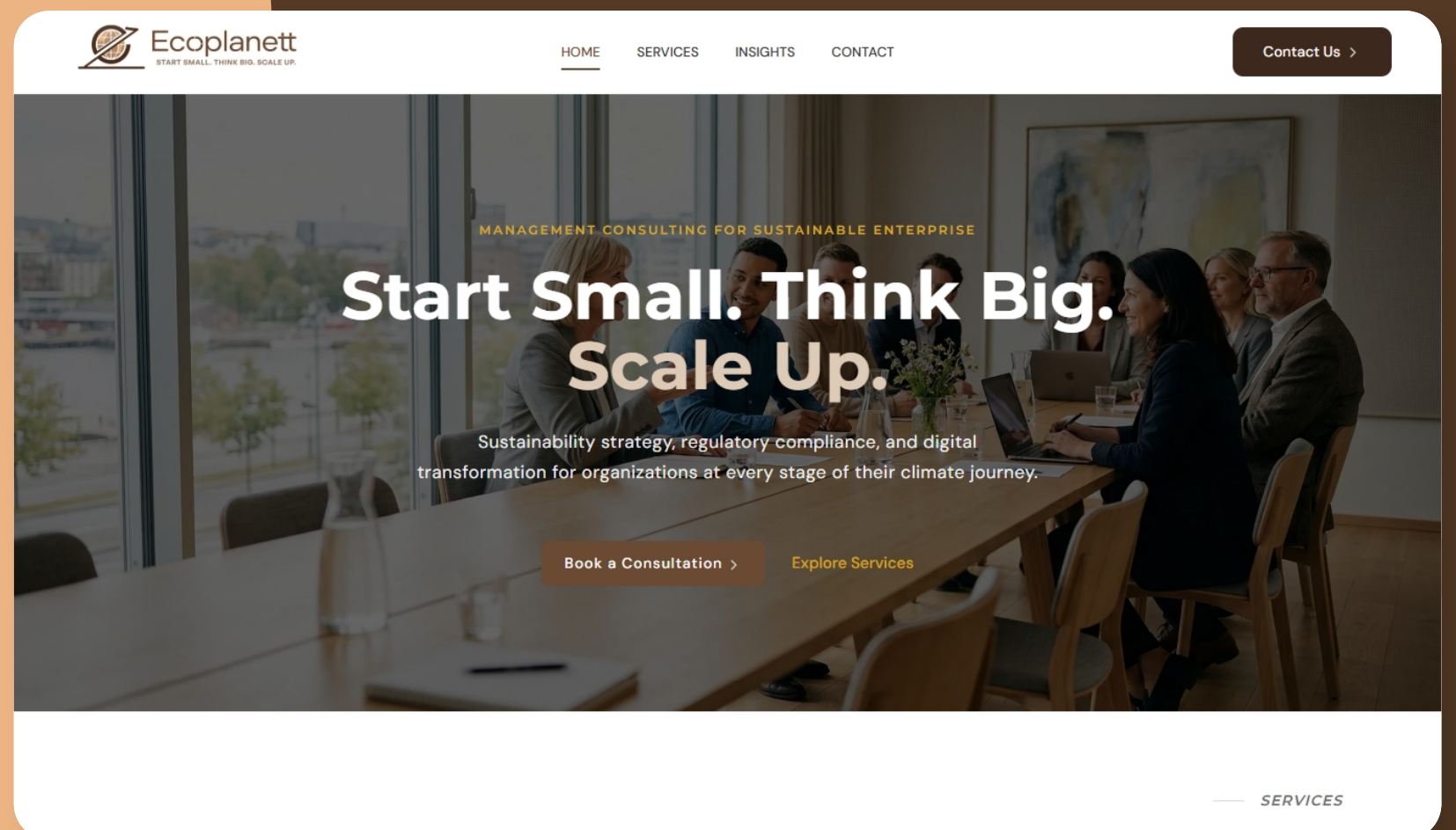


Ecoplanett – Case Study



THE CLIENT

Ecoplanett is a management consulting firm specializing in sustainability implementation, climate strategy, regulatory compliance, and digital transformation.

The company wanted to position itself not simply as a sustainability consultancy, but as a strategic management consulting partner that helps organizations integrate sustainability into business operations, governance, and enterprise systems.



PROJECT OVERVIEW

Dot Com Infoway was engaged to design and develop a premium corporate website for Ecoplanett that reflects its strategic positioning and Nordic-inspired brand identity.

The project focused on creating a clean, premium, responsive, and scalable single-page website using Laravel, with a strong emphasis on Nordic minimalist aesthetics, performance, SEO readiness, GDPR-conscious implementation, and future scalability.

The website was designed to serve as Ecoplanett's digital face and showcase its consulting capabilities, insights, positioning, and contact information.



REQUIREMENT

The key requirements included:

- Premium corporate website aligned with Ecoplanett's management consulting positioning
- Nordic Scandinavian minimalist visual language
- Premium logo system and brand identity
- Responsive website across desktop, laptop, tablet, and mobile
- Fast-loading and SEO-friendly architecture
- GDPR-conscious implementation
- Sticky navigation with smooth scrolling
- Hero section with company positioning and primary CTA
- Services section showcasing consulting capabilities
- Curated Insights section for sustainability and ESG updates
- Contact section with consultant information and outreach options
- Architecture capable of supporting future pages such as About, Case Studies, Careers, Privacy Policy, and Terms



CHALLENGES

- **Establishing the Right Market Positioning**

Ecoplanett needed to differentiate itself from traditional sustainability consultancies and communicate its identity as a strategic management consulting partner with sustainability expertise.

- **Creating a Premium Digital Identity**

The website needed to communicate professionalism, credibility, and strategic expertise while maintaining a restrained Nordic minimalist design language.

- **Presenting Diverse Consulting Capabilities**

Ecoplanett offers services spanning climate strategy, regulatory compliance, sustainability leadership, change management, SAP sustainability solutions, and digital transformation. These capabilities needed to be presented clearly without making the website feel cluttered.

- **Designing for Future Growth**

Although the initial requirement was a single-page website, the architecture needed to support future expansion into additional pages and functionality.

- **Balancing Aesthetics with Performance**

The website needed to maintain a premium visual appearance while remaining fast-loading, responsive, SEO-friendly, and compatible across major devices and browsers.



OUR SOLUTION

Dot Com Infoway developed a premium single-page corporate website featuring:

- Strategic Hero section with clear positioning and CTA
- Structured Services section covering six key consulting capabilities
- Curated ESG and sustainability Insights section
- Consultant-focused Contact section
- Sticky navigation and smooth scrolling
- Responsive design across devices
- SEO-friendly and performance-focused architecture
- GDPR-conscious implementation

Laravel-based scalable architecture for future expansion



OUR RESULTS

The solution established a professional, premium, and strategically positioned digital presence for Ecoplanett.

The website:

- Strengthens Ecoplanett's management consulting positioning
- Presents its sustainability expertise clearly
- Creates a premium Nordic digital identity
- Improves accessibility across devices
- Provides clear conversion paths through contact CTAs
- Creates a scalable foundation for future website expansion

Technology : Laravel

Timeline : 1 Week

Website Type : Corporate / Management Consulting

Primary Sections : Hero, Services, Insights, Contact

Primary Sections : 3 resources (1 Designer, 1 Developer & 1 QA)