



Project:

Website Overhaul

Client:

DC Tackle

About DC Tackle

DC Tackle is a Newfoundland-based fishing tackle company offering high-quality gear for recreational and commercial fishers. With a focus on durability, function, and local needs, they provide trusted products for anglers across the province and beyond.



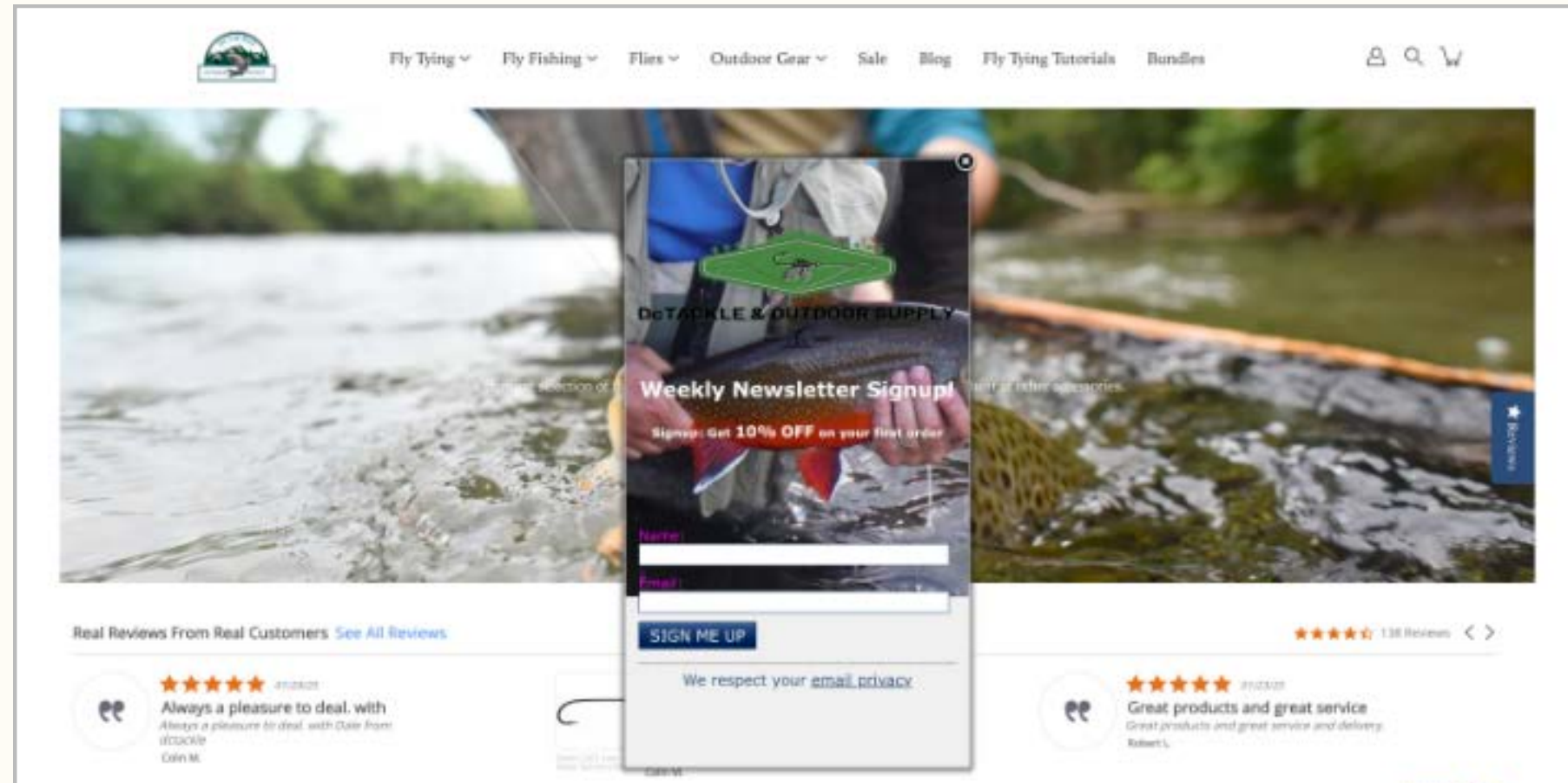
Backstory/Transformation

Dale reached out to us with a clear vision: he wanted to simplify his crowded website, align it with his new branding, and ensure it was optimized for both user experience and automation. He understood the importance of having a clean, easy-to-navigate website, not just for his customers, but also for improving visibility in search engines. His goal was to create a site that could better support his business operations and scale with him as he grows.

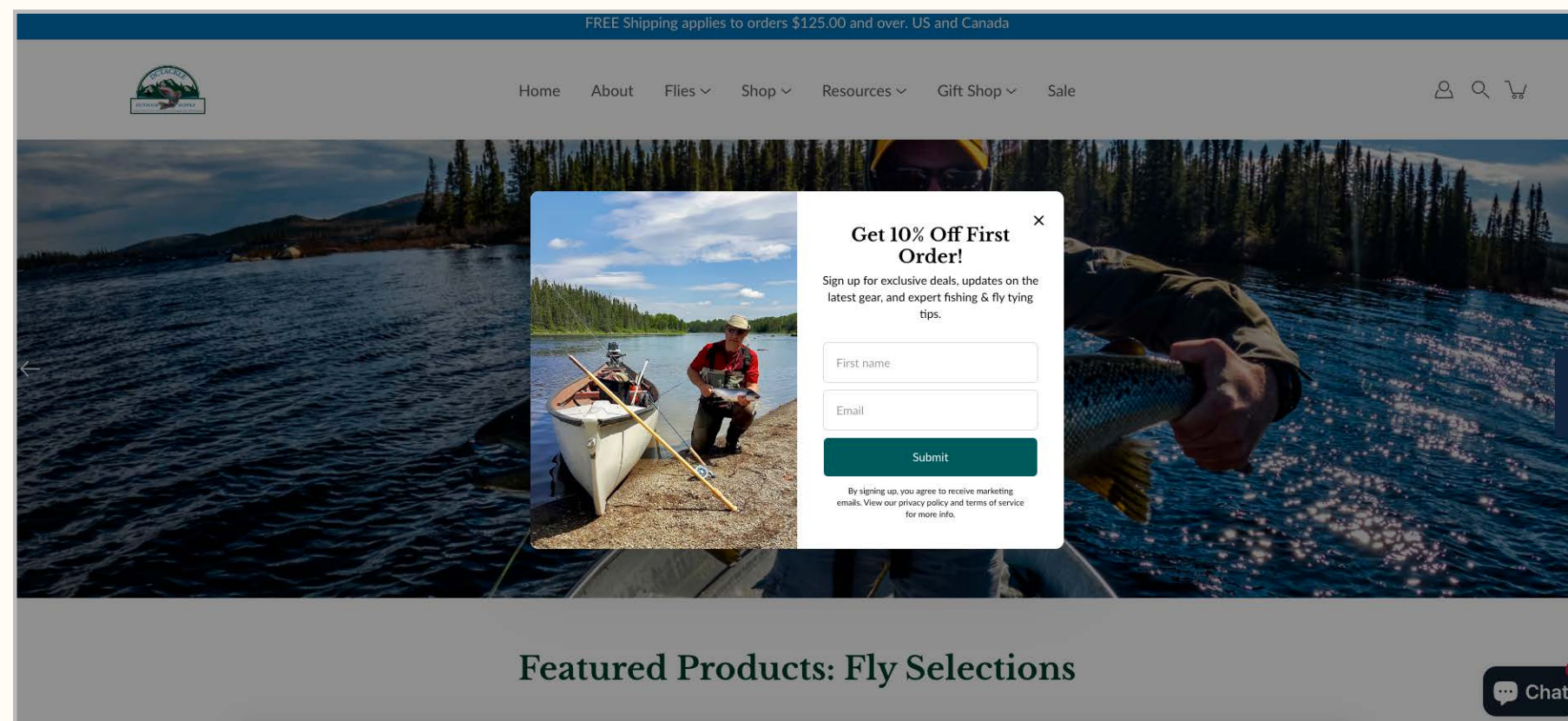
We helped him transition to a streamlined layout, implemented his updated branding elements, and integrated automation tools that allow the website to work more efficiently in the background. The result was a modern, user-friendly website that reflects his brand and helps drive sales through better organization and functionality.

BEFORE & AFTER

Before

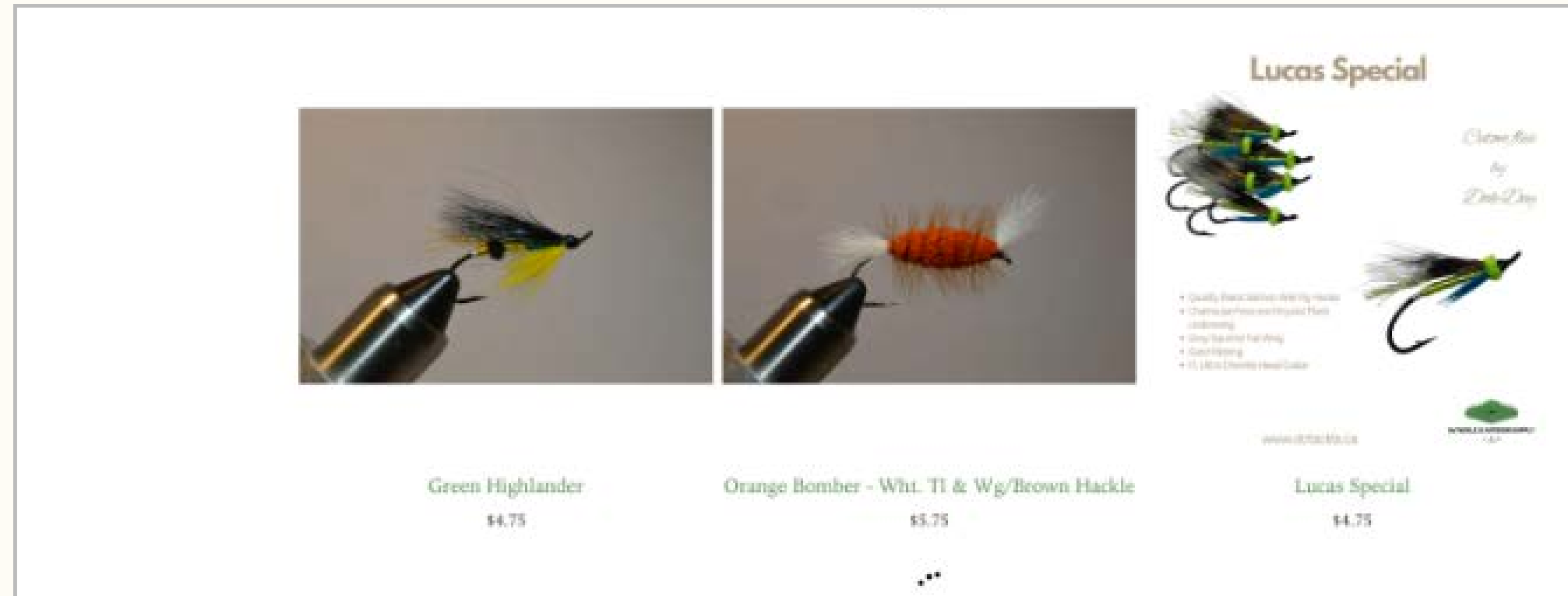


We started by reorganizing the site structure, including a simplified menu bar that made it easier for users to browse categories and find information quickly. We gave the site a modern facelift with a cleaner layout, introduced consistent branding across all pages, and added a new sign-up popup to help grow his mailing list.

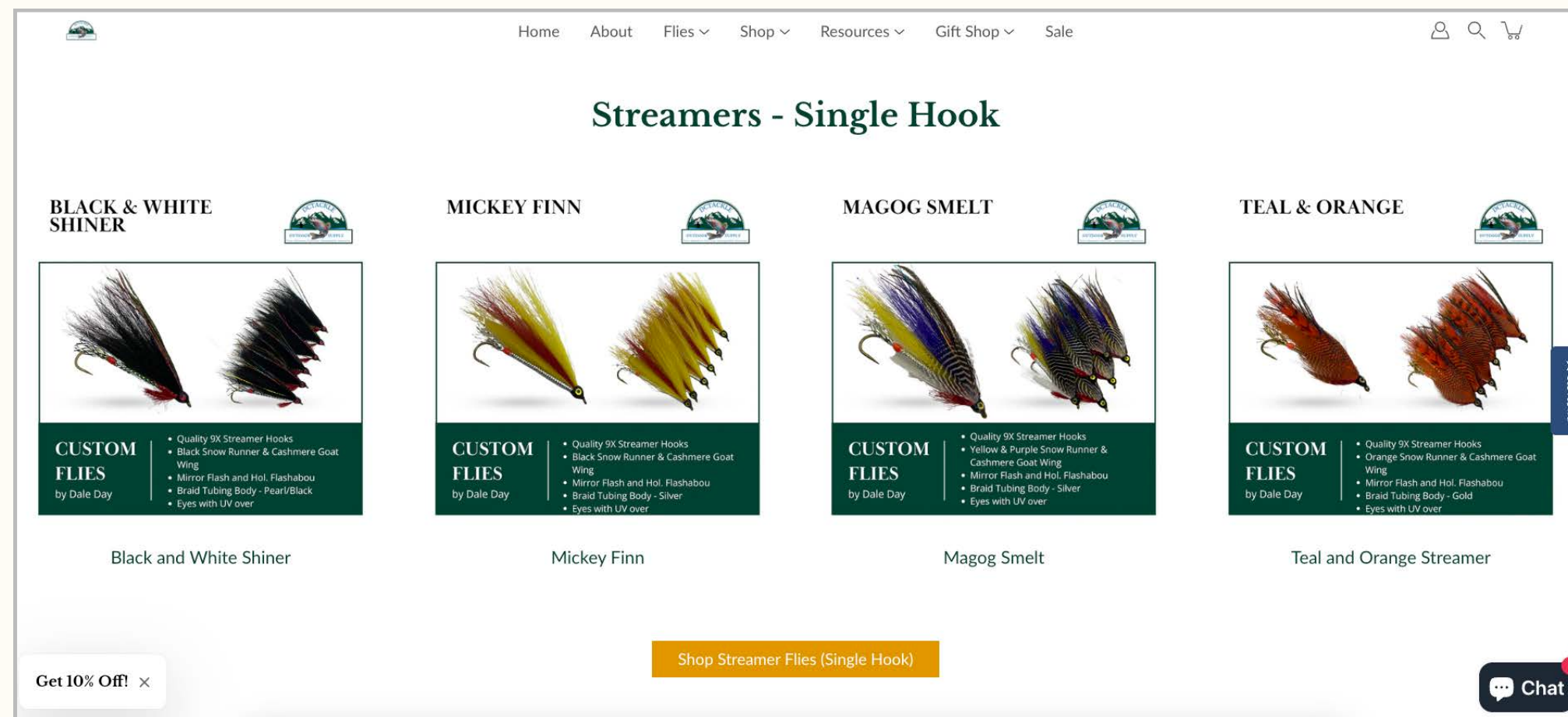


After

Before



One of the key updates was developing reusable templates for product displays, ensuring a seamless and cohesive look throughout the website.



After

These changes not only improved the visual appeal of the site but also made it easier for Dave to update and manage his products going forward.

Fishing Adventures Await

The Best In Outdoor Gear

Shop Now

★ Reviews



**Simplified
the Website
Structure for
Better Usability**



**Delivered a
Cohesive &
Branded Online
Experience**



**Implemented
Smart Features
that Save Time**

Conclusion

The final result was a streamlined, visually cohesive, and user-focused website that aligns with DC Tackle's updated brand and business objectives. The new platform offers improved navigation, a more professional appearance, and integrated tools to support growth and customer engagement. We invite you to explore the results by visiting:

www.dctackle.ca

**Ready to
optimize
your
website?**

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