



Lumina

Perfectly Creative

Case Study - Paragon Security Website

Paragon Security Website | <https://paragonsecurityny.com>

- Advanced “Call me now” functionality
- Content-heavy website with **over 150 pages**
- Strong SEO: Website is **ranked on 1st page** for one of the most competitive keywords in Google: “Locksmith New York”
- Highly optimized for fast results on Google Page Insights, achieving a **score of 95**

Paragon Security offers completely integrated security solutions to both residential and commercial sites in the New York area. Due to their diverse customers range, their website needed to appeal to everyone, from high-end commercial businesses, to the residential community. Using a color scheme based on green, white, and black, we built a modern site that is inviting to all of its visitors.

Paragon Security is a content heavy website, with over 150 pages describing the various services and wide array of products they provide. We helped Paragon Security organize the information they have and categorize it properly using an information hierarchy that makes sense to the website visitor - whether they be an individual, a company or another type of organization. Using our solid process of collecting the content, complementing it with images and placing it in the right place, the final product seems almost trivial. Making something complex seem simple is always some sort of an art, and we are proud of the way this concept was implemented here.

We've also incorporated features such as "call me now" functionality which are connected the website forms to Salesforce so that information is passed onto the CRM automatically, and added a few pages that are used by the hardware stores operating within Paragon Security's network.

