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WEBSITE DESIGN for Boofie.com

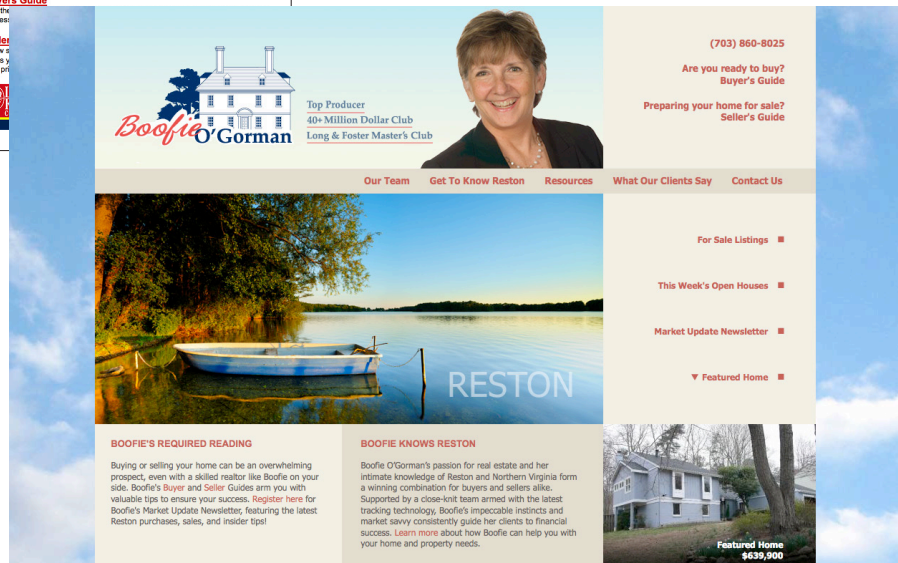
We redesigned a website for Boofie O’Gorman, a prominent realtor located in Reston, Virginia. Because of her popularity, Boofie herself is the main selling point; the site needed to be closely identified with her as well as with Reston, a planned community in Northern Virginia known for its lakes, trees, and eco-friendly environment.

Boofie’s team wanted to be able to update the site themselves on a regular basis. Our programming partners, [NOVA Web Group](#), built the site using Drupal, a content management system, so that with some basic training on the interface, the team can make frequent updates to their ‘for sale’ listings, slide shows, open house hours, and featured properties. Keeping a site fresh is key to attracting more visitors.

The design goals: Impart a feeling of expert knowledge, and convey the Reston’s beauty to prospective homebuyers. The navigation had to be easy and intuitive for users who are quickly scanning home listings.



BEFORE



AFTER: [Boofie.com](#) home page

We widened the page size to conform to current screen resolutions, and de-cluttered the navigation. Aside from the design and programming, we wrote most of the content, after conducting extensive interviews with Boofie and doing research on the Reston area. We also provided search engine optimization.

Have a [look](#) (and maybe buy a house)!

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