

Case Study: Loft Haar – Elevating a Local Brand with Digital Elegance

Client: Loft Haar

Industry: Beauty / Hair Salon

Location: Linz, Austria

Services: Website Design, UX/UI, Branding, SEO Optimization

Live: www.lofthaar.at

The Challenge

Loft Haar, a premium hair salon in Linz, needed a modern digital presence that reflected its creativity, elegance, and professionalism. Their outdated website lacked structure, clarity, and mobile optimization – and no longer aligned with the salon's growing identity.

The Goals

- Create a sleek, brand-aligned website experience
 - Improve booking flow and information access
 - Communicate the unique atmosphere of the salon
 - Increase visibility and conversions
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Our Strategy

We focused on four core pillars to deliver a digital transformation:

1.

User Experience Upgrade

- Rebuilt the site with mobile-first navigation
- Simplified booking flows
- Clear layout for service and contact info

2.

Visual Storytelling

- High-quality photography and design choices to reflect the brand's elegance
- A visual language that feels fresh, premium, and approachable

3.

Conversion Optimization

- CTAs like “Book Now” and “Contact Us” placed strategically
- Optimized for real-world results: more appointments, less bounce

4.

SEO & Visibility

- Structured content for Google indexing
 - Enhanced local search presence to attract new customers in Linz
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Design Before & After

The old website was static, text-heavy, and visually disconnected from the salon’s actual in-store experience.

The new version integrates warmth, elegance, and user-friendliness, reflecting Loft Haar’s slogan: “We are family.”

Outcome

- ✓ Increased appointment bookings
 - ✓ Modernized digital brand presence
 - ✓ Mobile-optimized UX
 - ✓ SEO-ready foundation
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Key Takeaway

A good website doesn’t just look good – it works. With Loft Haar, we delivered both: digital beauty that performs.