

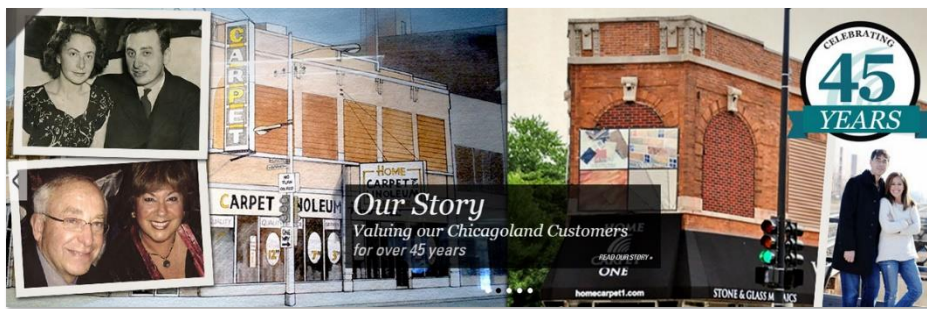


Home Carpet One, owned by a second generation husband and wife team, Joel and Debbie Schreier, live and breathe their flooring business. You will find one or both of them at the showroom every day spending time sourcing products and making sure their staff is well-trained on those products. Home Carpet One makes luxury affordable by leveraging buying power to benefit its customers. In order to better serve its customers, Home Carpet One partnered with AdEasel to redesign & develop its web, marketing & management materials.



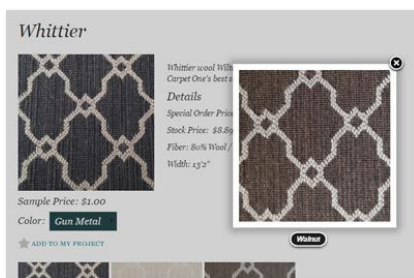
HomeCarpetOne.com

Home Carpet One Provides The Flooring You Want And The Staff To Help You Find It



AdEasel worked closely with flooring experts at Home Carpet One to ensure the best user experience a flooring-shopper could ask for. Built with a responsive design, this mobile-first website more than doubled its listed products since the previous edition of the website, and with a powerful content management system, The Easel®, running in the background—updates have never been easier.

In-Stock Flooring Products



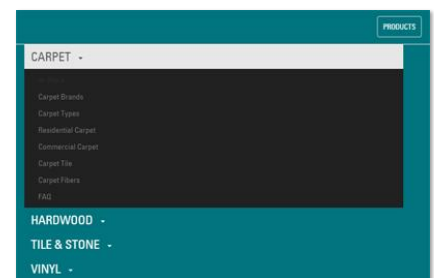
Home Carpet One stocks hundreds of different flooring options in nearly every color, material, style, and design. With free estimates & measuring, Home Carpet One utilizes its new in-stock inventory to sell samples to inquiring customers. New products are easy to add and manage, and each order is processed within the Easel for easy follow-up.

Debbie's Deals & Promotions



Embedded directly into the site template, Home Carpet One offers a variety of deals and promotions to its customers. From Debbie's Deals to One-Day Sales, AdEasel provides designs, layout updates, and interactive forms to Home Carpet One to better serve clientele. Again, these promotions can be found within the Easel for real-time changes and updates.

Mobile First



Mobile first development operates under the assumption that everyone has a smartphone, which is ever closer to becoming a reality. Home Carpet One was designed under this very practice—the new website was built for a generation of mobile users and devices using responsive technology and allows one website to adapt to a variety of screens.

Download additional case studies and learn more about our agency online at AdEasel.com.