

PORTFOLIO CASE STUDY

Pavlov Media Homepage Redesign

A full ground-up rebuild in WordPress + Elementor Pro — taking a dark, B2B-coded legacy homepage and transforming it into a warm, consumer-first fiber internet experience built for residential sign-ups.

Platform: WordPress + Elementor Pro

Theme: Astra (minimal base)

Client: Pavlov Media

Before: March 2023 → **After:** 2026

Sections: 10 (was 6)

Work completed by **Tim Rhoads / SolarBlu.net LLC** while serving as Web Developer at Pavlov Media

OVERVIEW

Why the Old Site Needed a Ground-Up Rethink

Pavlov Media provides fiber-optic internet to residential communities and MDUs across 44 US states. Over several years their homepage had accumulated layer upon layer of incremental changes on top of a legacy WordPress theme — the result was a dark, text-heavy, enterprise-coded experience that no longer matched their fast-growing residential consumer audience.

The core problem: Every design decision on the original homepage — the dual

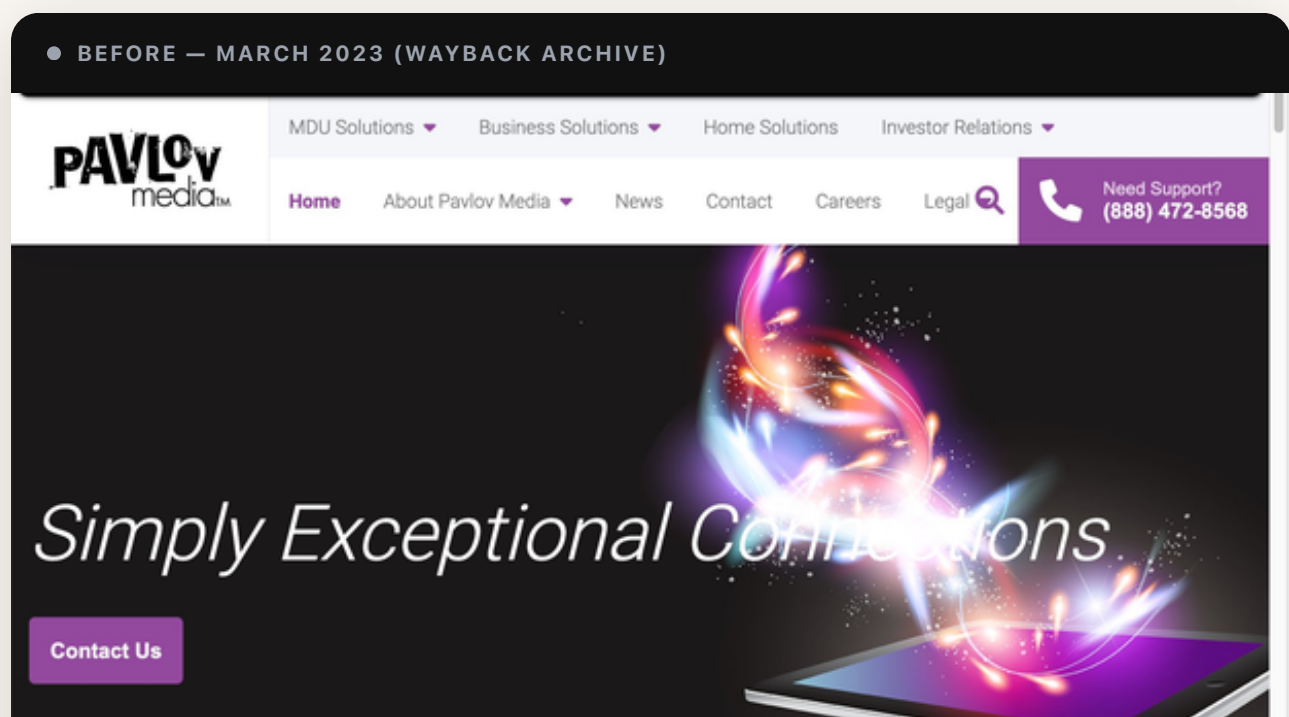
navigation, the near-black palette, the B2B copywriting, the complete absence of pricing — was aimed at property managers and institutions. When a regular homeowner landed on the page there was nothing pulling them forward: no lifestyle imagery, no address lookup, no reviews, no plain-language value props, and no clear path to actually sign up.

The redesign meant starting over inside **Elementor Pro** on a clean **Astra theme** base — defining a global design system first, then building every section from scratch, then layering targeted custom CSS for anything the builder couldn't handle alone.

HERO — BEFORE & AFTER

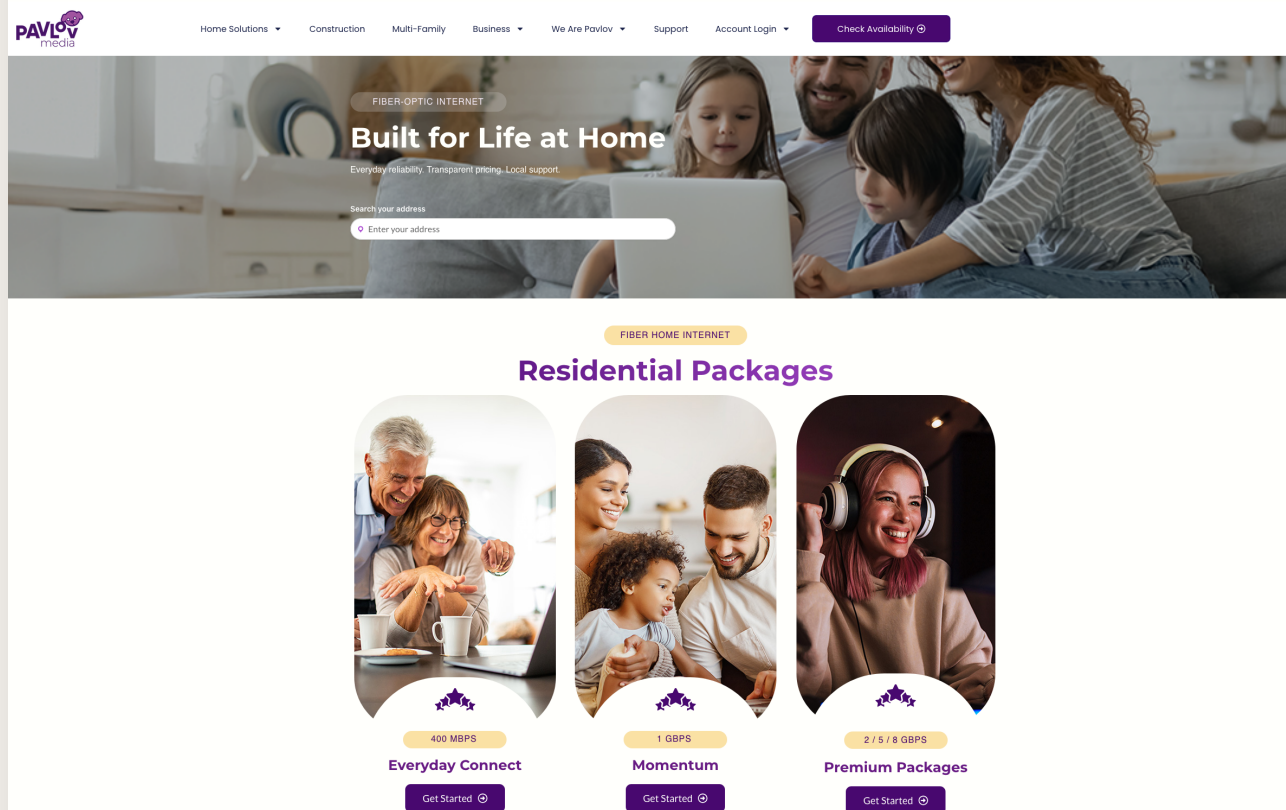
The First Thing Visitors See

The hero is the thesis of the homepage. It tells visitors in 2–3 seconds whether this site is for them. The old hero communicated "enterprise tech company." The new hero communicates "this is for your home, and here's how to get started right now."



Dark, abstract, corporate. Black background, glowing energy-orb illustration over a floating tablet, italic tagline "Simply Exceptional Connections." Two stacked nav rows (MDU Solutions / Business Solutions / Home Solutions / Investor Relations + second bar: Home / About / News / Contact / Careers / Legal). The only CTA: a plain "Contact Us" button. No pricing, no address lookup, no residential hook above the fold.

● AFTER — 2026 REDESIGN (PAVLOVMEDIA.COM)



Warm, residential, action-oriented. Full-bleed lifestyle photo of a real family using fiber at home. Single clean sticky nav with one persistent purple "Check Availability" button. "FIBER-OPTIC INTERNET" pill label, bold headline "Built for Life at Home," three-part sub-copy, and an *address search bar* as the primary CTA. 🌐 EN language selector visible bottom-right.

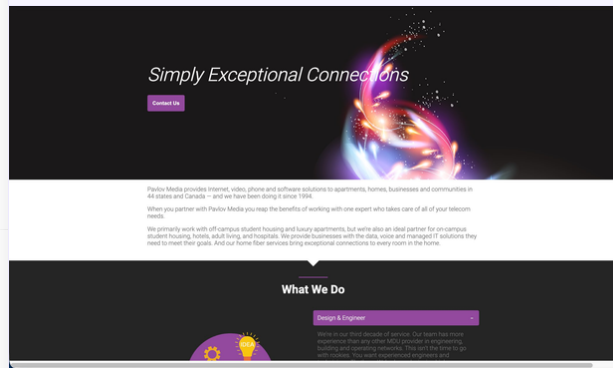
THE OLD SITE – SECTION BY SECTION

The 2023 homepage had **6 sections** with no connecting visual rhythm, no residential pricing, no reviews, and no address lookup. Every section was written for property managers and institutional procurement teams.

Problems: Two stacked nav rows, B2B-only labels, "Simply Exceptional Connections" tagline, "Contact Us" as only CTA. No residential content above the fold.

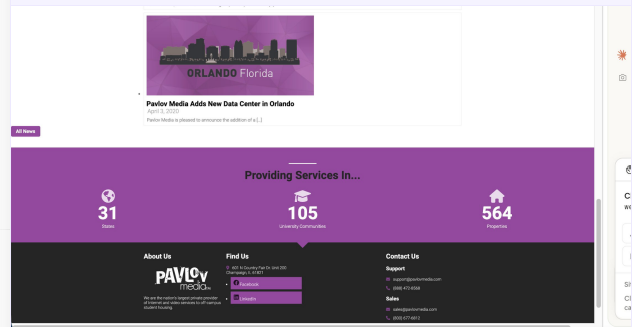
Problems: Full homepage real estate used for stacked news articles from 2021. No grid, no hierarchy, no residential value props. Content 3 years stale.

03 — LATEST NEWS (CONTINUED)



Problems: More B2B press release content (Orlando data center, Clarus acquisition). No path to sign up anywhere on the page.

04 — STATS + FOOTER



Problems: B2B metrics only — 31 States / 105 University Communities / 564 Properties. Footer with only Facebook + LinkedIn. No site map, no language option.

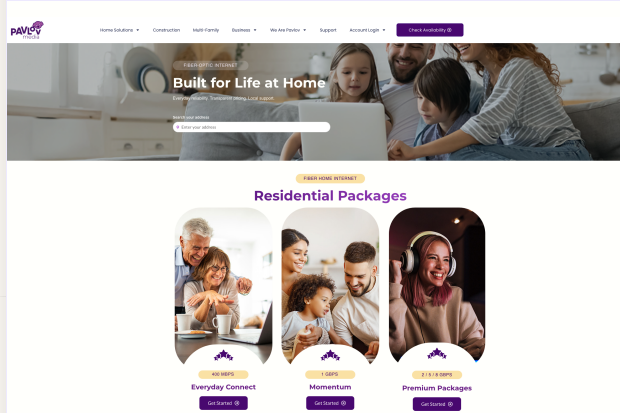
Old site summary: 6 sections · 0 residential pricing · 0 reviews · 0 lifestyle photography · 0 address lookup · Navigation designed for B2B buyers · Stale news content · No language support

THE NEW SITE — SECTION BY SECTION

2026 Redesign (10 Sections)

The redesign follows a deliberate **awareness → interest → trust → decision** flow. Each section has a single job. White and cream backgrounds alternate for natural visual rest. B2B audiences are served in a dedicated section that doesn't disrupt the residential flow.

01 — HERO + SINGLE NAV



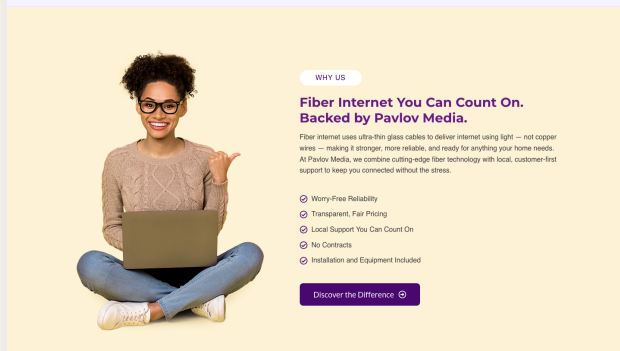
Job: Awareness → Action. Family lifestyle photo, "Built for Life at Home," address search bar as primary CTA, single sticky nav with "Check Availability."

02 — RESIDENTIAL PACKAGES



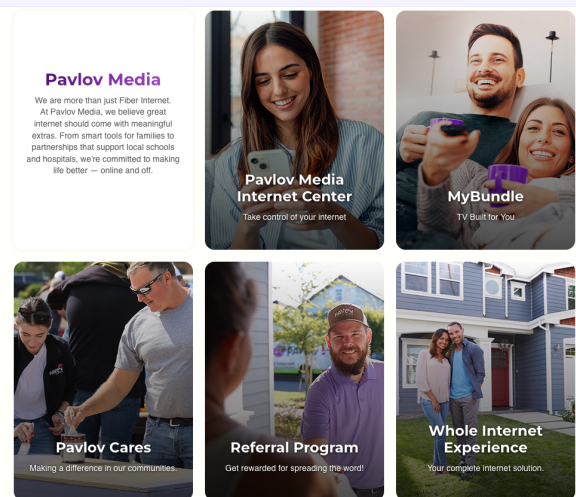
Job: Interest. Three lifestyle photo plan cards — 400Mbps, 1Gbps, 2/5/8Gbps — with speed badges and "Get Started" buttons immediately below the hero.

03 — WHY US



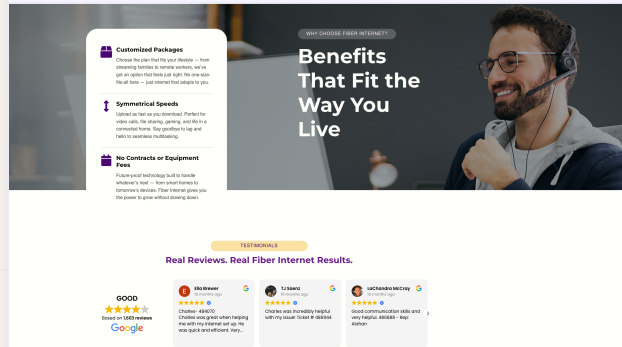
Job: Differentiation. Warm cream BG, "WHY US" pill, cut-out woman with laptop, 5-item checklist, "Discover the Difference" CTA.

04 — CONTENT GRID



Job: Discovery. Asymmetric grid mixing full-bleed photo cards (Internet Center, MyBundle, Pavlov Cares, Referral) with flat feature cards.

05 — BENEFITS + REVIEWS



Job: Trust. Split benefits section + live Google Reviews carousel — 1,603 reviews, 4.3★ — with real customer names and avatars.

06 — PARTNERS + MORE INFO



Job: Community trust + B2B. 20+ community partner logos carousel + 3 purple B2B cards (Construction / Business / Multi-Family) placed without disrupting the residential flow.

07 — FAQ + CTA + FOOTER

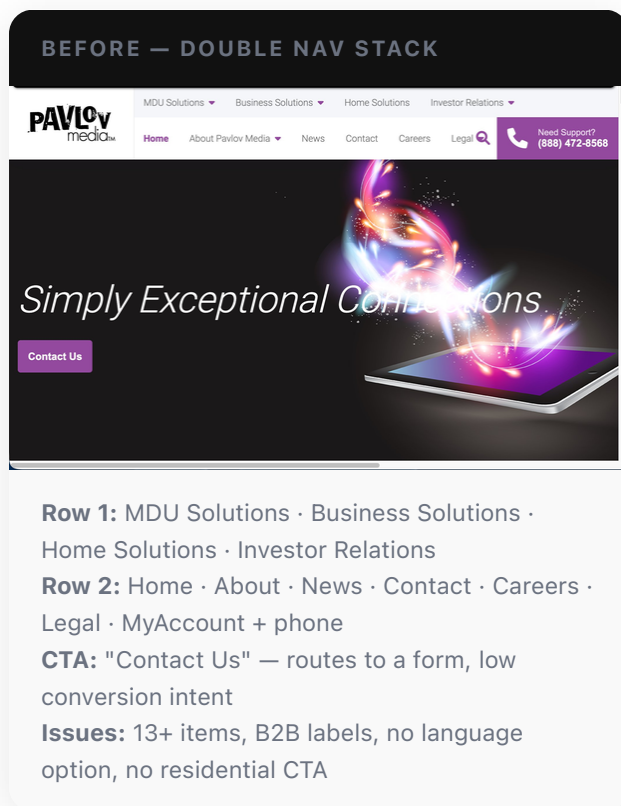


Job: Remove doubt + convert. 5-question accordion FAQ before the closing CTA. Warm peach CTA section. Full 4-column footer with 6 social platforms.

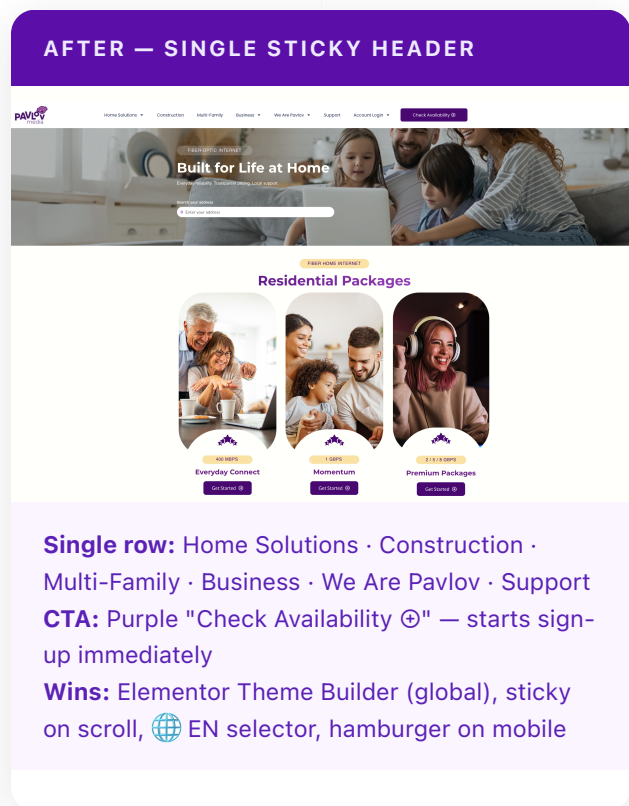
New site summary: 10 sections with clear jobs · Pricing above the fold · 1,603 live Google reviews · Full lifestyle photography · Address search bar CTA · B2B served without noise · 🌐 Language selector in sticky header · Per-breakpoint mobile tuning

From a Cluttered Double Bar to One Clean Header

The nav bar is the first UI element a visitor processes. The old site had two stacked rows creating immediate cognitive overload while signalling "this site is for businesses." The redesign collapses everything into a single sticky header with one persistent CTA.



Old nav problems: Two rows · 13+ links · B2B-only labels · "Contact Us" dead-ends to a form · No language support · Awkward mobile stack



New nav wins: One row · Consumer labels · Persistent "Check Availability" always visible · Theme Builder (one edit = sitewide) · 🌐 Language switcher · Clean mobile hamburger

FULL COMPARISON

Before vs. After — Every Major Change

Every decision in the redesign had a clear reason — fixing a UX problem, closing a conversion gap, or aligning the page with the residential audience Pavlov Media was growing into.

ELEMENT	BEFORE — 2023	AFTER — 2026 REDESIGN
Colour palette	<i>Near-black backgrounds, deep purple accents. Heavy, corporate, enterprise feel.</i>	White + warm cream sections; brand purple as accent only. Light, welcoming, consumer feel.
Navigation	<i>Two stacked nav rows (13+ items), B2B-first labels. No language option.</i>	Single sticky header: consumer-language items, "Check Availability" CTA,  language selector. Built in Theme Builder.
Primary CTA	<i>"Contact Us" button — routes to a generic form. Low conversion intent.</i>	Inline address search bar on the hero. Starts sign-up immediately. Highest-intent action for a geo-limited ISP.
Photography	<i>One dark glowing energy-orb illustration. Zero lifestyle imagery.</i>	Lifestyle photography throughout — families, professionals, technicians, cut-out people on flat colour sections.
Primary audience	<i>B2B / property managers / MDU as primary. Residential buried or absent.</i>	Residential consumer-first. B2B in 3 discreet cards after the main residential story.
Pricing / plans	<i>Not on the homepage at all.</i>	3 residential plan cards (400Mbps / 1Gbps / 2–8Gbps) with speed badges immediately below the hero.
Social proof	<i>No reviews, testimonials, or ratings anywhere.</i>	Live Google Reviews carousel — 1,603 reviews, 4.3★ — with real names, avatars, timestamps.

ELEMENT	BEFORE — 2023	AFTER — 2026 REDESIGN
Homepage content	<i>Majority of page: stale news from 2020–2021. No consumer value.</i>	10 purpose-built sections: awareness → interest → trust → decision. Each section has one job.
Section labels	<i>No labelling system. Disorienting to scroll.</i>	Pill-shaped labels above every headline ("WHY US", "TESTIMONIALS", "FIBER HOME INTERNET").
FAQ	<i>Not present.</i>	5-question accordion FAQ before the closing CTA — removes last-minute objections.
Language support	<i>English only. No selector anywhere.</i>	 Language switcher in the sticky header — on every page view.
Footer	<i>3 columns, Facebook + LinkedIn only, dark BG. No site map.</i>	4-column footer, 6 social platforms, full site map, company tagline.
Mobile	<i>Theme-default responsive — double nav stacks awkwardly.</i>	Per-device controls in Elementor on every section — font sizes, padding, columns individually tuned.
Build architecture	<i>Legacy theme with accumulated redundant plugin scripts. No design system.</i>	Astra theme + Elementor Pro. CSS custom properties define a global token system. Clean, maintainable.

BEYOND THE HOMEPAGE

Landing Pages, AI-Assisted Design & a 65-Page Migration

The homepage rebuild was only one piece of a much larger engagement. The full

● GEO-TARGETED LANDING PAGE — GAINESVILLE, FL



Symmetrical Speeds

Upload as fast as you download. Perfect for video calls, remote work, gaming, and sharing large files — no bottlenecks.



Unlimited Data

Stream, browse, and download without watching a meter. No data caps, no slowdowns, no coverage charges. Ever.



No Contracts

Stay because you love the service — not because you're locked in. Month-to-month flexibility with no cancellation fees.



Free Installation

Professional setup at no cost to you. Our technicians handle everything so you're online fast with zero hidden charges.



Connection Cable

Full coverage for equipment issues — routers, cables, and more. No surprise service call fees, ever.



Network Management

Control your home network with Protect IQ and Experience IQ — parental controls, security alerts, and usage reporting built in.

dy Serving Gainesville, FL

ighborhoods Pavlov Media serves, with more being added all the time.

Kensington Park Landmark Woods Las Palmas Libby Heights Mid

Address

44

States in our network

8 Gbps

Maximum speed available

24/7

Customer support

\$0

Installation cost

FAQ

Questions About Fiber Internet in Gainesville, FL?



Home Solutions

Construction

Multi-Family

Business

We Are Pavlov

Support

Account Login

Check Availability

What makes fiber internet different from cable or DSL?

Are there any contracts or hidden fees?

How long does installation take?

What is Pavlov Connection Care?

Ready for Faster Internet in Gainesville, FL?

Check availability at your address in 30 seconds. No commitment required.

Check Availability Now

Free installation No contracts No hidden fees



Pavlov Media provides premium fiber internet and streaming services with flexibility and savings.

Company

News
Leadership
Pavlov Cares
Culture & Programs

Resources

Speed Test
Get Fiber for your Home
Get Support
MyAccount Login
MyProperties Login

Legal

Privacy Policy
General Terms and Conditions
Conditions of Use
Broadband Disclosures

Careers

We are Pavlov
Careers

Follow Pavlov Media on Social Media



City-specific fiber landing pages built in Elementor Pro — each with a localised hero, city-name in the headline, tailored body copy, and the same address-lookup CTA flow as the homepage. Served as both SEO landing destinations and paid ad targets for Pavlov Media's market-by-market expansion.



AI-Assisted Elementor Design

AI tools were used throughout the build — generating copy variations for A/B testing, producing localised hero imagery for city landing pages, and accelerating layout ideation for the asymmetric content grid. Faster iteration without sacrificing design quality or brand consistency.



65-Page Visual Composer Migration

The entire Pavlov Media site — 65 pages of legacy WPBakery shortcode markup, custom HTML blocks, and inline styles accumulated over nearly a decade — was migrated to Elementor Pro. Each page rebuilt from scratch, not converted, ensuring clean markup and consistent global styles.



Expert HTML, CSS & jQuery

Where Elementor hit its limits, custom code took over. Hand-written CSS handled the global token system, cut-out photo treatment, sticky nav blur transitions, and logo carousel normalisation. Custom jQuery powered address lookup integrations, dynamic form logic, and GTM/GA4 event tracking.

Migration scope: 65 pages rebuilt · Legacy WPBakery shortcodes fully eliminated · Custom HTML/CSS/jQuery preserved and modernised · Global design system applied consistently · Per-page SEO meta, canonical tags, and

ELEMENTOR PRO FEATURES USED

Builder Capabilities Deployed in This Build

Elementor Pro was used as a full design system — not just a page builder. Theme Builder, Flexbox Containers, global CSS classes, live review integrations, and per-breakpoint controls all played a role.



Theme Builder — Global Header

The sticky header is built in Theme Builder, not inline. Any update — copy, CTA, links — applies across every page instantly. Zero duplication.



Flexbox Containers

The newer Flexbox Container system enabled the asymmetric content grid — mixing tall portrait photo cards with square flat feature cards in a true CSS Grid layout the old column model couldn't support.



Background Overlays (per breakpoint)

Built-in overlay controls darken each hero and card photo for text legibility without touching source images. Opacity set per-device — hero image crops differently on mobile.



Live Google Reviews Widget

Ratings, reviewer names, avatars, and timestamps pulled live from Google — zero manual maintenance. Carousel styled with custom CSS to match brand colours and typography.



Global Reusable CSS Classes

Pill labels, CTA buttons, card hover states, and cut-out photo treatment defined as global CSS classes. Changing one class cascades site-wide instantly.



Logo Carousel + Normalisation

Custom CSS equalises logos of wildly different proportions — fixed-height containers with `object-fit: contain` and uniform white cell backgrounds across 20+ partner logos.



Accordion FAQ (fully restyled)

Native Accordion widget restyled with purple toggle icons, hairline dividers, smooth CSS animations — placed strategically before the final CTA to answer last-minute objections.



Per-Breakpoint Responsive Controls

Every section individually tuned for desktop, tablet, and mobile. Plan cards collapse from 3 columns to single scroll. Address bar padding adjusts. Card grid reflows gracefully.



Multilingual / Language Switcher

🌐 EN language selector added to the sticky header — accessible on every page view. A meaningful addition for Pavlov Media's diverse residential customer base.

CSS IMPROVEMENTS

Custom CSS: What Elementor Couldn't Do Alone

Targeted custom CSS was written for spacing tokens, cut-out photo treatment, sticky nav transitions, and logo carousel normalisation.

1. Section Spacing — From Cramped to Breathing

BEFORE — MINIMAL PADDING

Section A — ~16px padding

↑ 8px gap

Section B — ~16px padding

↑ 8px gap

Section C — ~16px padding

AFTER — GENEROUS BREATHING ROOM

Section A — 80px top/bottom padding

↑ background colour change creates separation

Section B — 80px top/bottom padding

↑ background colour change creates separation

Section C — 80px top/bottom padding

2. Global CSS Token System

BEFORE — SCATTERED INLINE VALUES

```
/* No system — values in 40+ widgets
*/
.elementor-section {
  padding: 24px 16px;
}
/* Repeated inconsistently everywhere
*/
```

AFTER — CSS CUSTOM PROPERTIES

```
:root {
  --section-pad: 80px 32px;
  --card-gap: 24px;
  --purple: #5b0fa8;
  --purple-pale: #f3e8ff;
}
/* Change once, updates everywhere */
```

3. Cut-Out Photo Treatment + Sticky Nav

CUT-OUT PHOTO CSS

```
.cutout-wrap img {
  position: absolute;
  bottom: 0;
  height: 115%;
  object-fit: contain;
  object-position: bottom;
}
```

STICKY NAV BACKDROP BLUR

```
.site-header {
  position: sticky;
  top: 0;
  background: rgba(255,255,255,.92);
  backdrop-filter: blur(8px);
  transition: box-shadow .25s ease;
}
```

ACCESSIBILITY & INCLUSIVITY

Building for Everyone

Accessibility improvements were woven into the rebuild, not bolted on. Higher contrast ratios, cleaner markup, and language support make the redesigned site meaningfully more usable for a wider audience.



Multilingual Support

Language switcher in the sticky header enables Spanish and other options — surfaced on every page view, not buried in the footer.



Contrast Ratios

Old dark-on-dark combinations failed WCAG AA. The redesign uses near-black text on white/cream throughout. White-on-photo text only where overlay opacity guarantees legibility.



Keyboard Navigation

Single-row nav with clear focus states replaces the confusing double-bar tab order. Accordion FAQ uses Elementor's native ARIA expanded/collapsed attributes.



Mobile Tap Targets

Per-breakpoint controls ensure tap targets meet 44×44px minimum on mobile. Text never scales below readable sizes. Hamburger uses a proper button element.



Alt Text

All lifestyle photos, plan card images, and partner logos updated with descriptive alt text — improving screen reader experience and image SEO.



Performance

Astra theme eliminates legacy script bloat. Elementor lazy-loads images by default. Consolidated global styles reduce render-blocking CSS. Faster LCP for lower-bandwidth users.

DESIGN IMPACT

What the Redesign Delivered

The homepage redesign fundamentally repositioned Pavlov Media's web presence —

from an enterprise/B2B-coded site to a consumer-first fiber internet brand — while keeping institutional audiences served in a non-competing way.

6→10

Sections with clear individual jobs

1

Address search bar on the hero (zero before)

1,603

Live Google reviews embedded (was zero)

2→1

Nav bars — double stack to single sticky

65

Pages migrated from Visual Composer to Elementor



Language selector added to persistent header

Key architectural decision: B2B audiences are not ignored — they get 3 dedicated cards well into the page — but the residential consumer flow is never interrupted by B2B language. This is the critical structural change that makes the page work for both audiences without compromising either.

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Work completed while serving as Web Developer at Pavlov Media · 2023–2026

SolarBlu.net · WordPress + Elementor Pro · Astra Theme · Custom CSS

WordPress

Elementor Pro

Custom CSS

UX Design

Responsive Design

65-Page Migration

Visual Composer → Elementor

Google Reviews Integration

Multilingual

Accessibility

AI-Assisted Design

jQuery