

Silver Screen Design Analysis

Our thoughts on Silver Screen Design

Silver Screen is clearly a legitimate, established business. You've been operating since 1975, have a 15,000-square-foot production facility, and offer in-house design, dedicated project management, screen printing, embroidery, promotional products, and online stores. But someone discovering Silver Screen online would not necessarily recognize that level of experience, scale, or professionalism.

The current logo, brand, and website create a very different first impression from the business you have actually built. For a company that produces custom apparel, branded products, and creative work, that is an especially important credibility issue. Your own brand is part of the proof customers use to judge your creative standards, attention to detail, and ability to represent their organization well.

The current website design has elements that many people might associate with outdated or low-trust websites. We know Silver Screen is a legitimate, experienced company, but a new visitor does not have that context. They are making a judgment within seconds.

→ **The result is a significant gap between the quality of the company and how the company appears online.**

Core issues

- The logo feels dated and does not communicate craftsmanship, creativity, or professional quality.
- The site design can unintentionally make the website feel less trustworthy than the business actually is.
- The website design and performance makes Silver Screen appear less modern and less capable than its real operation.
- The mobile experience is slow. The main content can take nearly 38 seconds to load, causing potential customers to leave before they ever see what Silver Screen can do.
- The combination of dated branding, poor performance, and a disjointed experience can reinforce assumptions that the company itself may be slow or outdated, even when that perception is completely inaccurate.
- Create a cohesive design system for typography, color, imagery, buttons, forms, and other website elements.

Technical issues

- Replace image-only information with responsive, readable website content wherever appropriate.
- Improve accessibility through stronger color contrast, properly labeled links, logical heading structure, and keyboard-friendly interactions.
- Optimize images so they remain sharp without making the website unnecessarily heavy.
- Remove unused code and reduce the scripts that delay the page from appearing or responding.
- Fix visible errors, broken features, abandoned pages, and placeholder elements before launch.
- Test the completed website across current phones, tablets, browsers, and screen sizes.
- Strengthen the WordPress security setup, including login protection, updates, backups, spam prevention, and ongoing monitoring.

Why it matters

- Silver Screen's customers include colleges, companies, nonprofits, contractors, organizations, and marketing teams. These buyers are not only evaluating products and pricing. They are deciding whether they can trust Silver Screen with their brand, their budget, their deadline, and potentially a large or highly visible order. Before they call, request a quote, or meet the team, the website is making that case for them.
- A prospective customer should immediately understand that Silver Screen is an established production partner with decades of experience, professional capabilities, personal support, and the capacity to manage important projects. Focusing on and including design elements of being US-based and family-owned will reinforce the trust.

This is not about making Silver Screen trendy or redesigning it to be a “pretty” site – **this is about removing the signals that create doubt and replacing them with a professional identity and digital experience that communicate quality, reliability, creativity, and legitimacy.**

The opportunity is to:

1. Create a modern, professional website design rooted in Silver Screen's history and craftsmanship.
2. Replace the dated logo with a mark that reflects the quality of the work.
3. Build a faster, more polished website that immediately establishes trust.