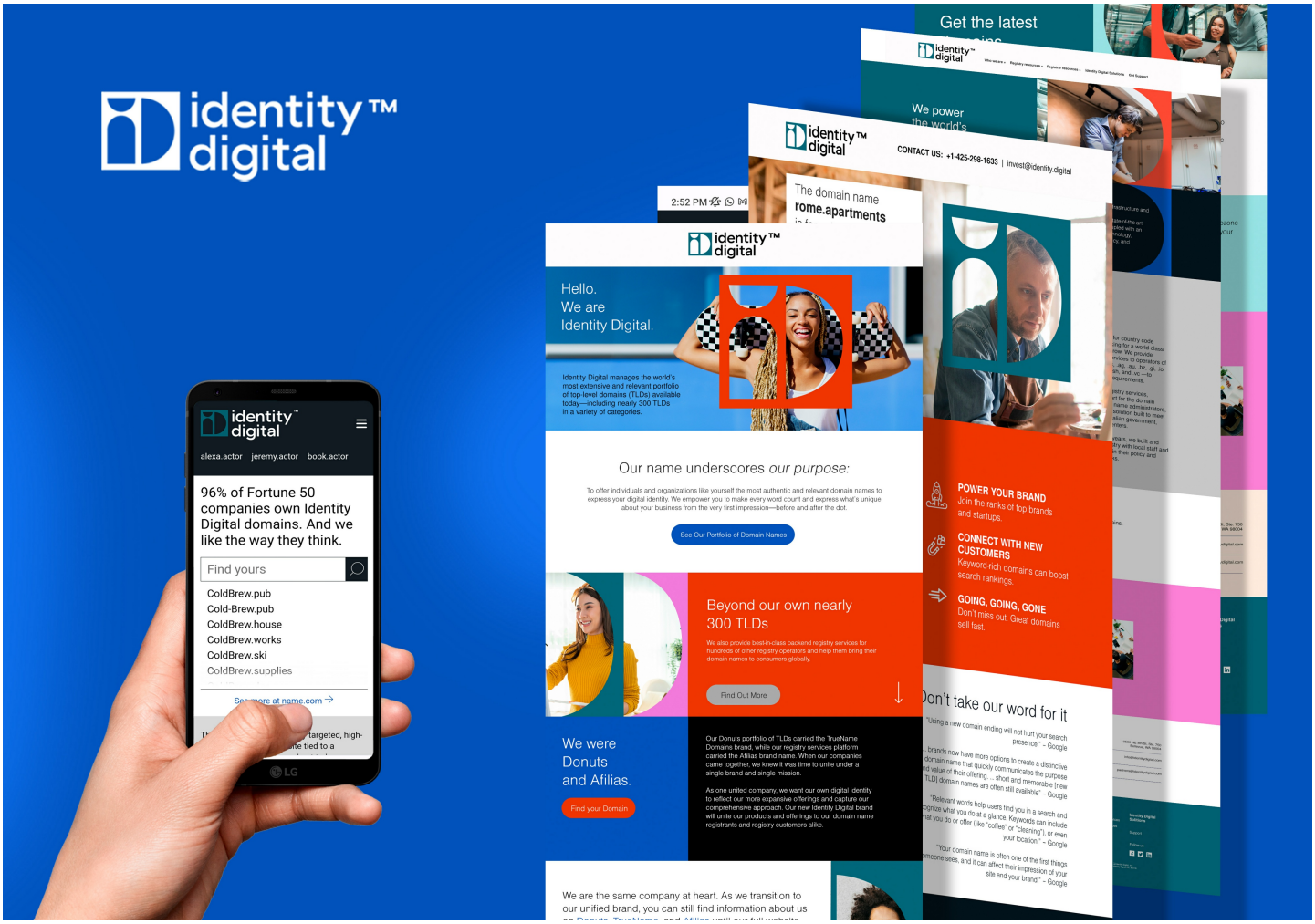
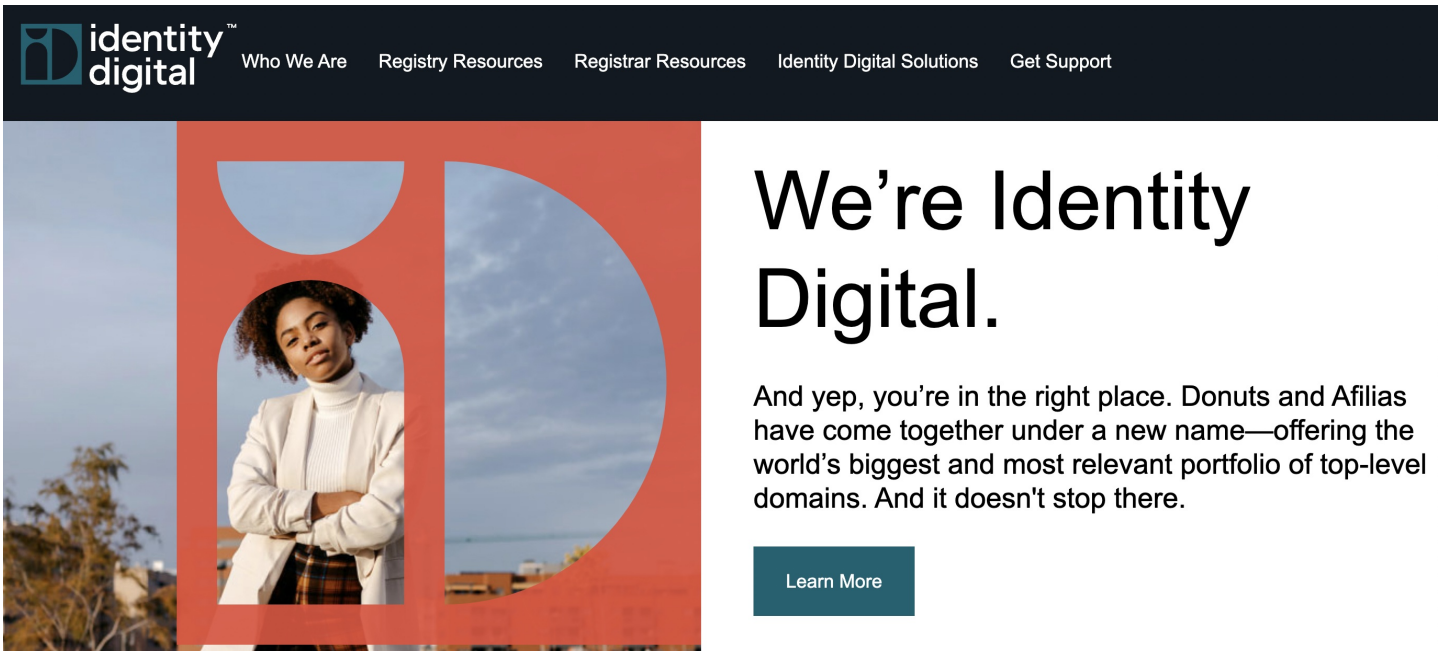
Published on *CodeBru, Inc* (https://www.codebru.com)

Company Rebrand



A rebrand for the website of Identity Digital



Bellevue, WA

Who is Identity Digital?

Identity Digital, formerly known as Donuts, started as a digital marketing agency in 2010. At the time, there were limited options for website addresses, but with ICANN's expansion of generic top-level domains, Identity Digital saw an opportunity to help their registrar partners and their customers establish a stronger online presence. They aimed to connect the online world even more.

Since then, they have worked with numerous top registrars to assist people in building, marketing and owning their online presence. This includes their own registrar, Name.com, which makes domain registration and website building simple.

Recently, Identity Digital acquired Afilias, one of the pioneers in advanced registry services. Afilias, with its legacy dating back to 2000 when .info was first registered, brings secure, reliable, and fast registration services to Identity Digital's offerings.

Identity Digital now combines the breadth of services from Donuts with Afilias' long-time industry expertise, ensuring that every aspect of their business works seamlessly to manage domains for their customers. Together, they strive to get great domains into the hands of customers who are ready to build their authentic digital identity.

The Problem

Identity Digital recently acquired Donuts, Inc and needed a new website for their new branding purposes that will be fast

loading, easy to update, future proof, secure, and follow SEO best practices.

The Solution

The CodeBru team, after consultation with ID, decided to use the latest version of WordPress based on existing familiarity with the system and future proof updates. CodeBru started the process by doing an extensive creative discussion with the team and their marketing consulting company. We then set out on creating new designs.

After approval of designs, the CodeBru development team started on building the new site. They set up highly optimized dedicated servers, installed WordPress and created a custom theme with Elementor (to make updates without having to code easy).

After coding the new site we did an extensive audit to find any errors and to optimize for SEO best practices. We then set out to optimize for speed and to achieve the highest Lighthouse scores possible with the technology being used.

Source URL:https://www.codebru.com/clients/company-rebrand