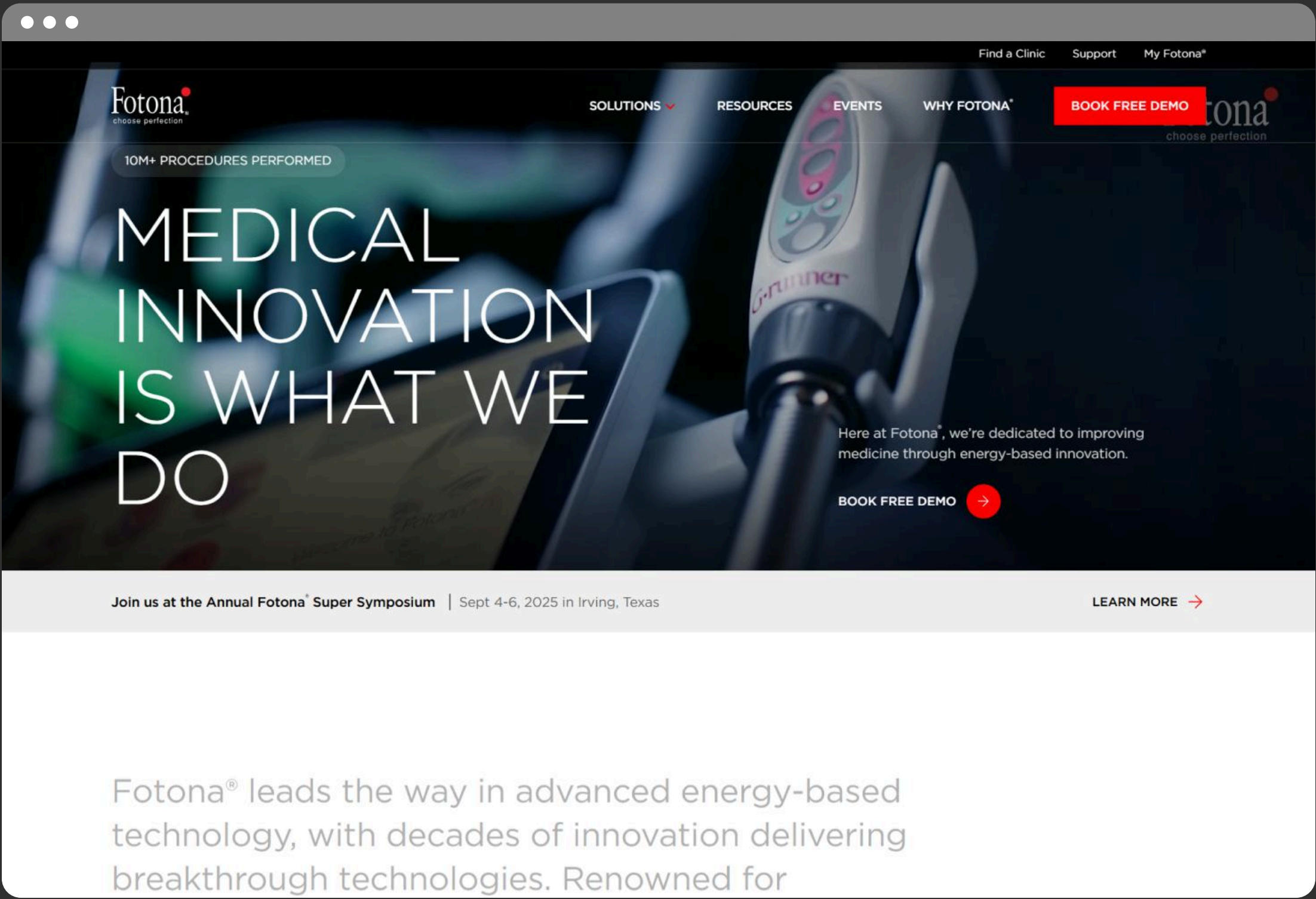


# A Laser-Focused Website Redesign for Fotona



## OVERVIEW

Fotona is a global leader in advanced laser treatment solutions for medical and dental use. Since 1964, they've been setting the standard in medical and dental laser systems—known worldwide for their precision, innovation, and performance.

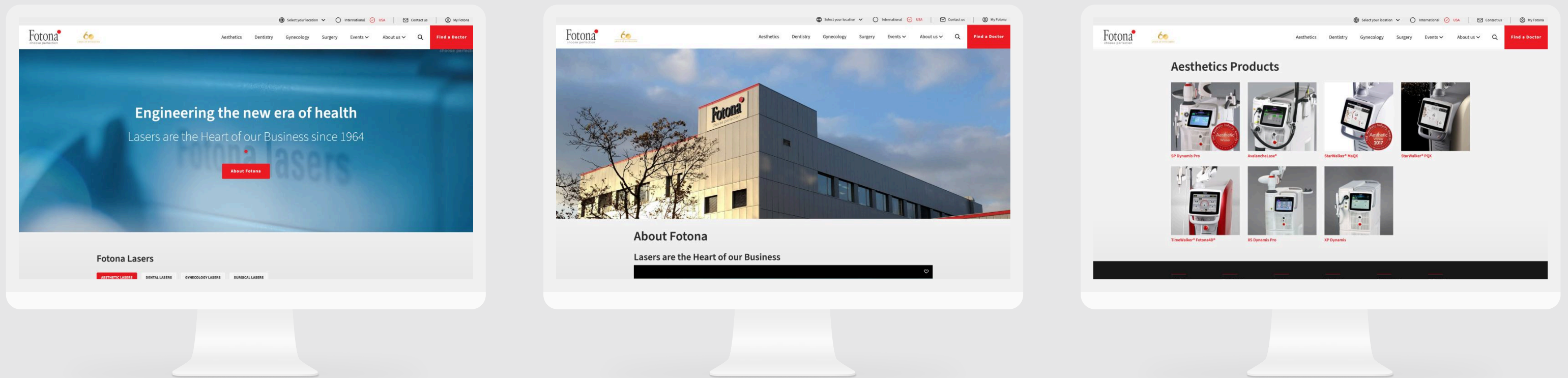
## DISCOVERY

**When Fotona's team came to us, they had just gone through a major website redesign with another agency.**

Unfortunately, it missed the mark so badly they took it down immediately after launch. That's where we came in—to course correct and build something that actually worked.

The main problem? Their online presence wasn't keeping up with their reputation, especially for the American market. The site didn't guide users through the customer journey, and there wasn't even a clear call to action. For practices and doctors using advanced laser treatment solutions in aesthetic, dental, and surgical procedures, the experience was confusing and unhelpful.

We started with a full website audit and a competitive review. It was clear the brand needed a smarter, more intentional digital strategy—one that supported their sales funnel and gave visitors the clarity and confidence to take the next step.



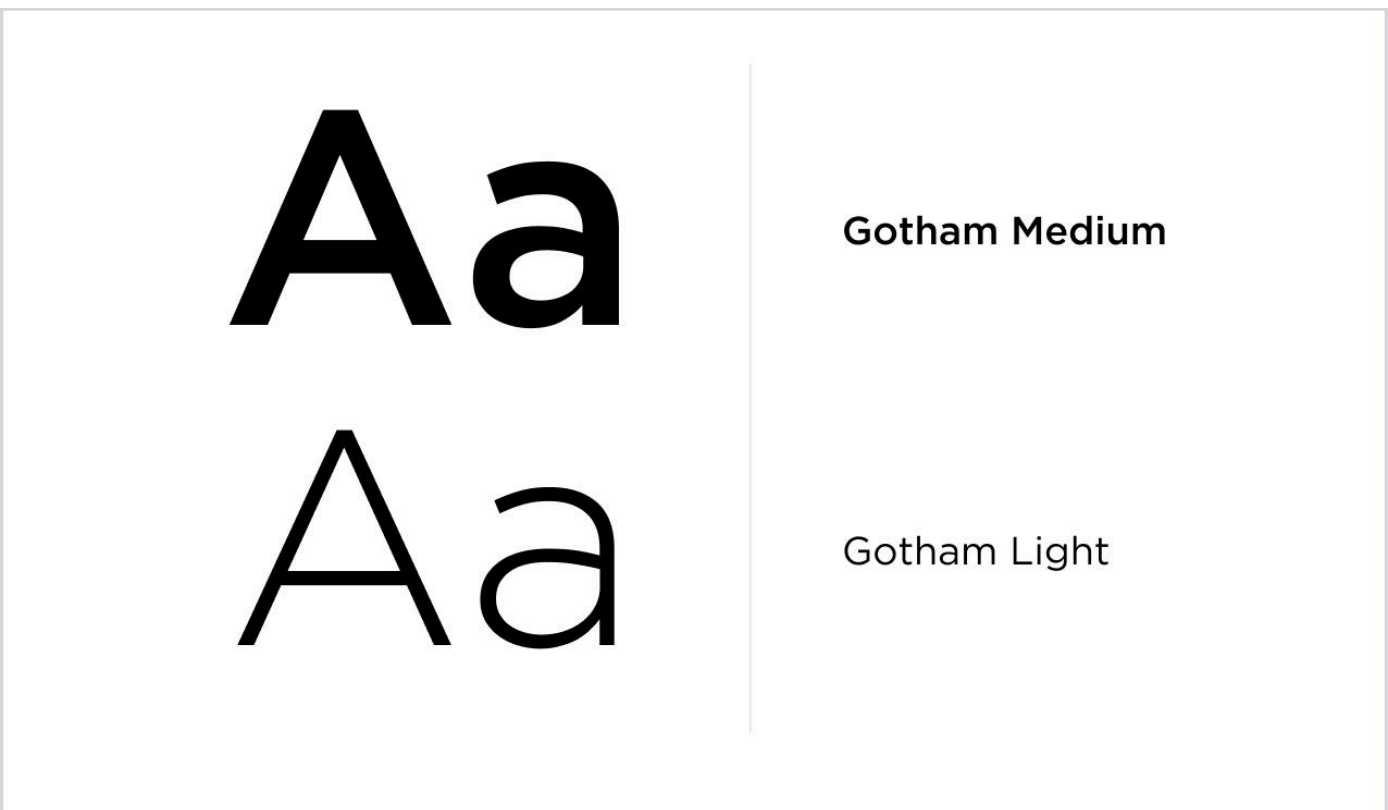
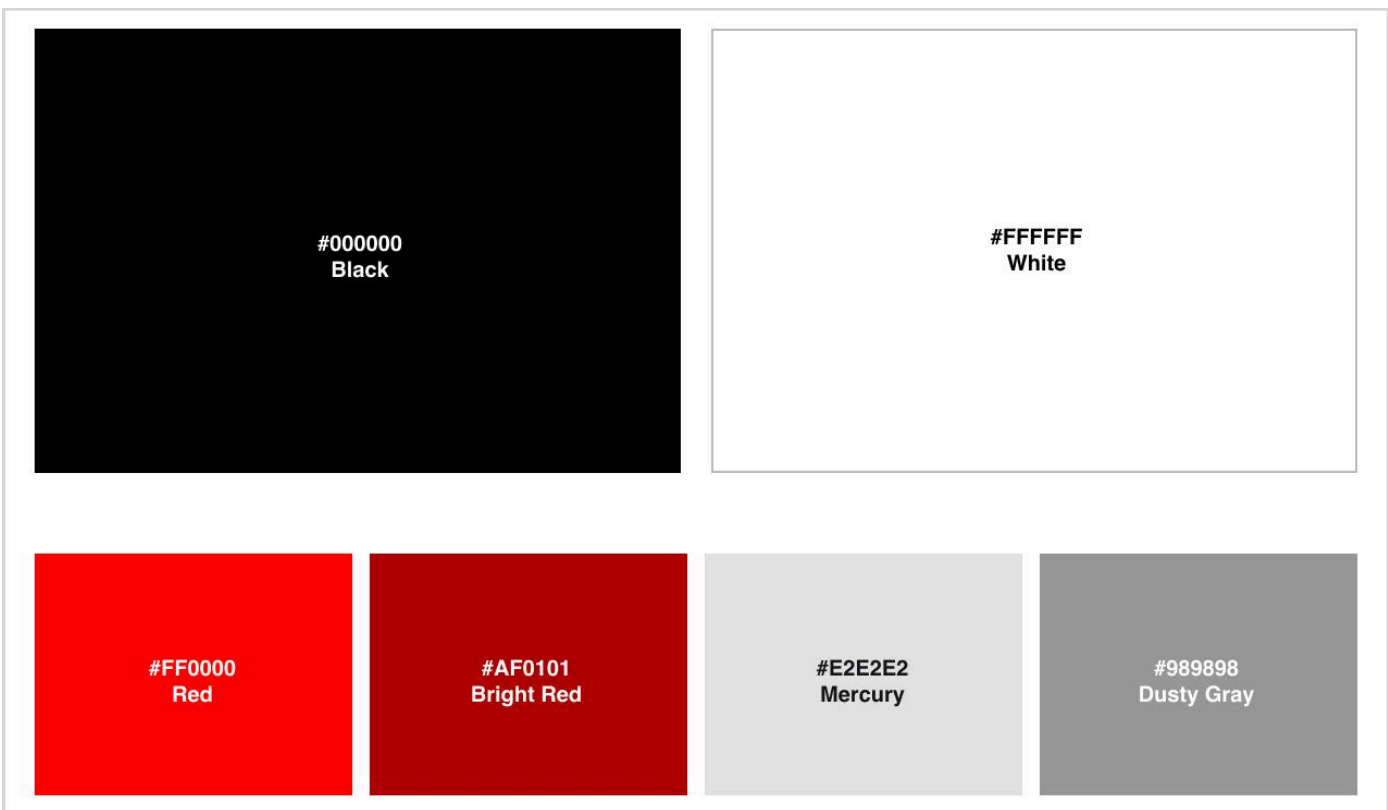
## Before

### UX STRATEGY

**We focused first on building a better user experience—one that felt as sharp and streamlined as their laser systems.**

That meant aligning the site’s structure, visuals and tone with the brand, so everything felt cohesive and trustworthy.

We reworked the navigation to better support users exploring by product, treatment type, or practice specialty. Then we mapped out key user flows, making sure every path led somewhere meaningful. Whether visitors were browsing advanced laser treatment solutions or researching treatments, we made it easy to find what mattered.





## BUILD

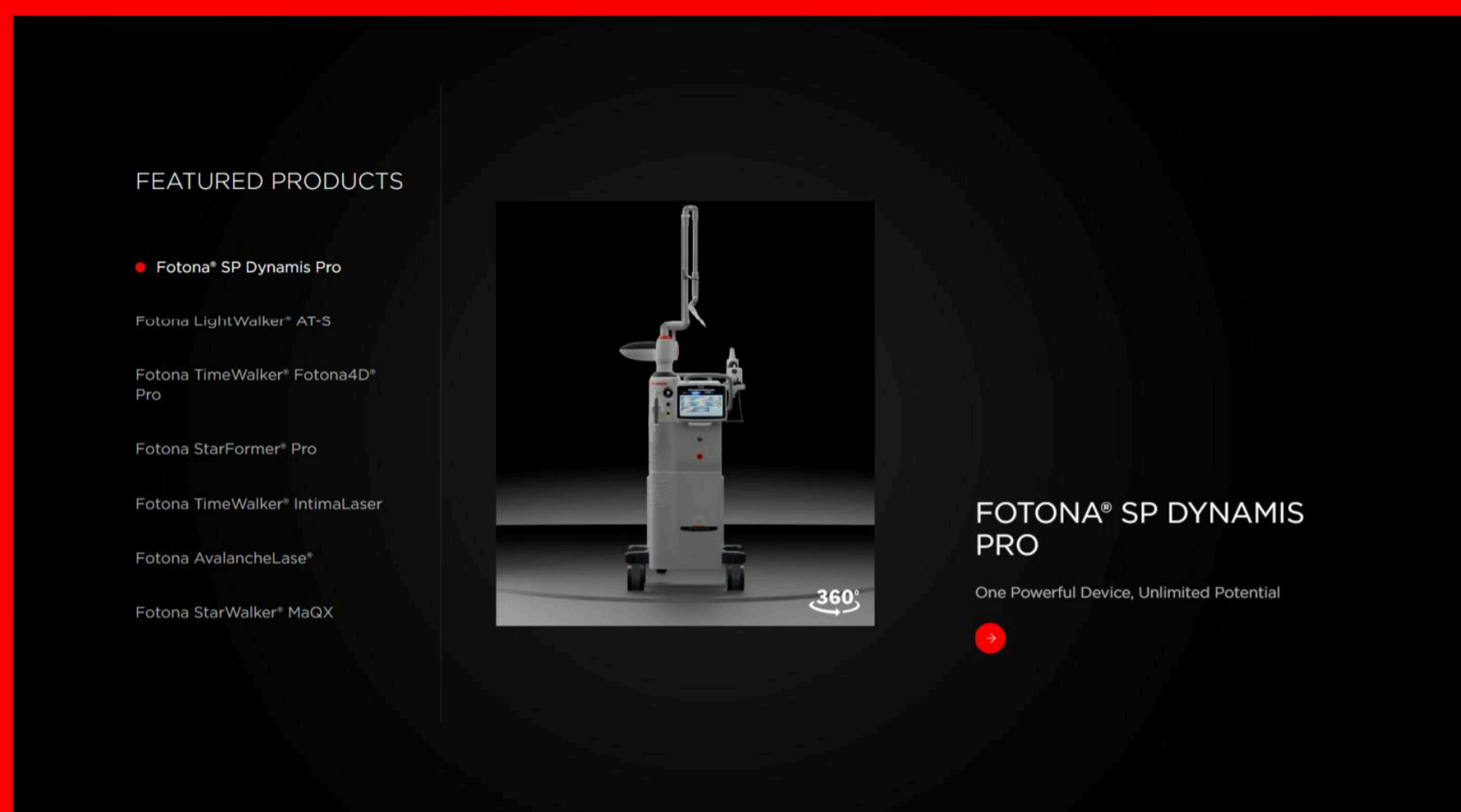
### From there, we designed a custom website that reflected the sophistication of Fotona's work.

Every page was crafted to feel sleek, modern, and informative—without overwhelming the user. We made sure the design supported their legacy of excellence, while also being easy for first-time visitors to understand.

The site was built on WordPress so Fotona's team could easily update content as needed. Strong calls-to-action were added throughout to drive inquiries and support the sales funnel—something the old site sorely lacked.

The product detail and solutions pages were completely reimagined to help visitors understand the real benefits of each laser system and how they're used in clinical settings. We implemented an interactive animation to display 360 degree views of the medical devices to allow visitors to better comprehend the product. We also created a powerful "Why Fotona" page to help doctors and practice owners quickly see why this brand stands out in the advanced laser treatment solutions space.

From the layout to the language, every element of the website design worked together to tell a clearer, more compelling story.





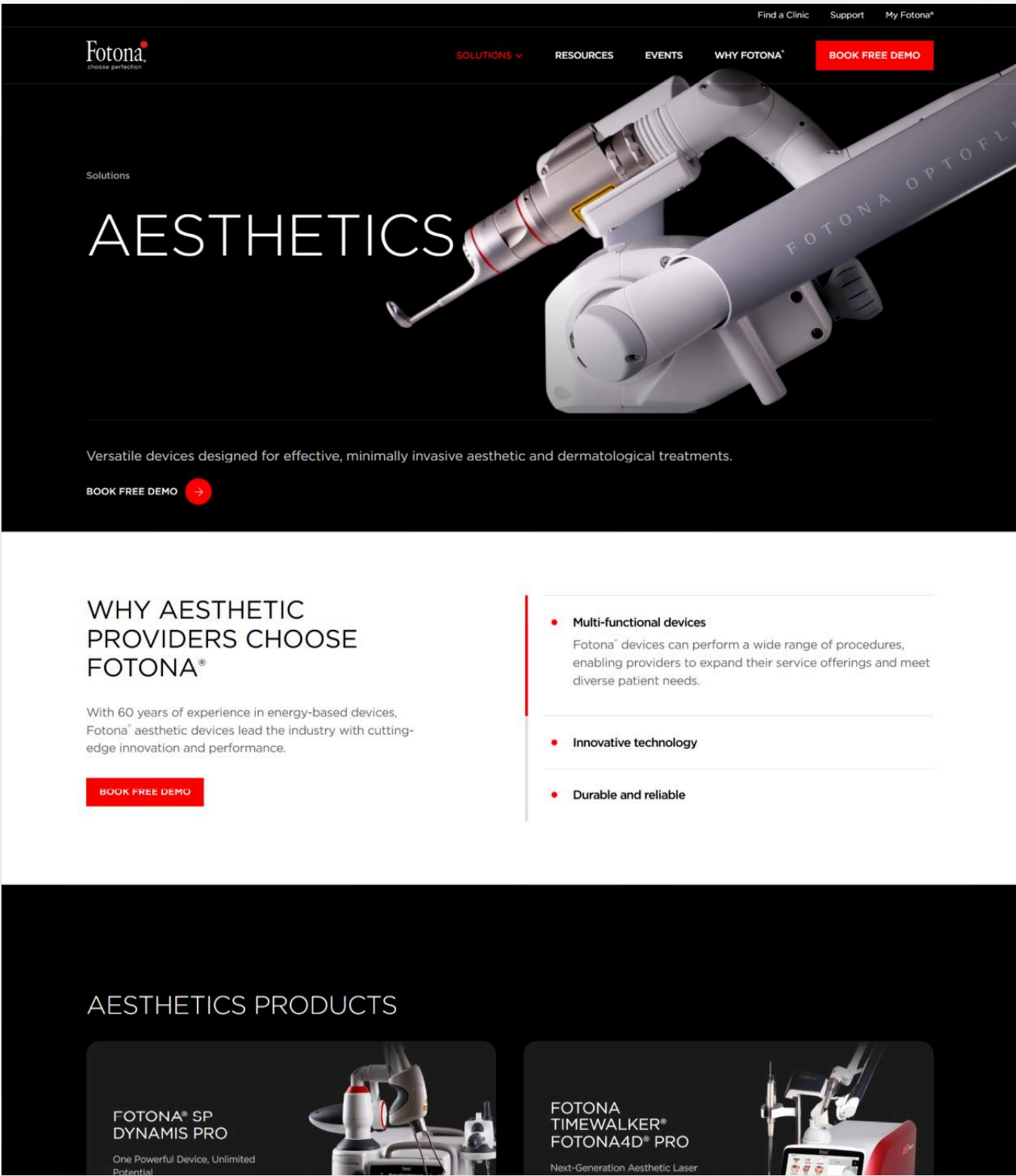
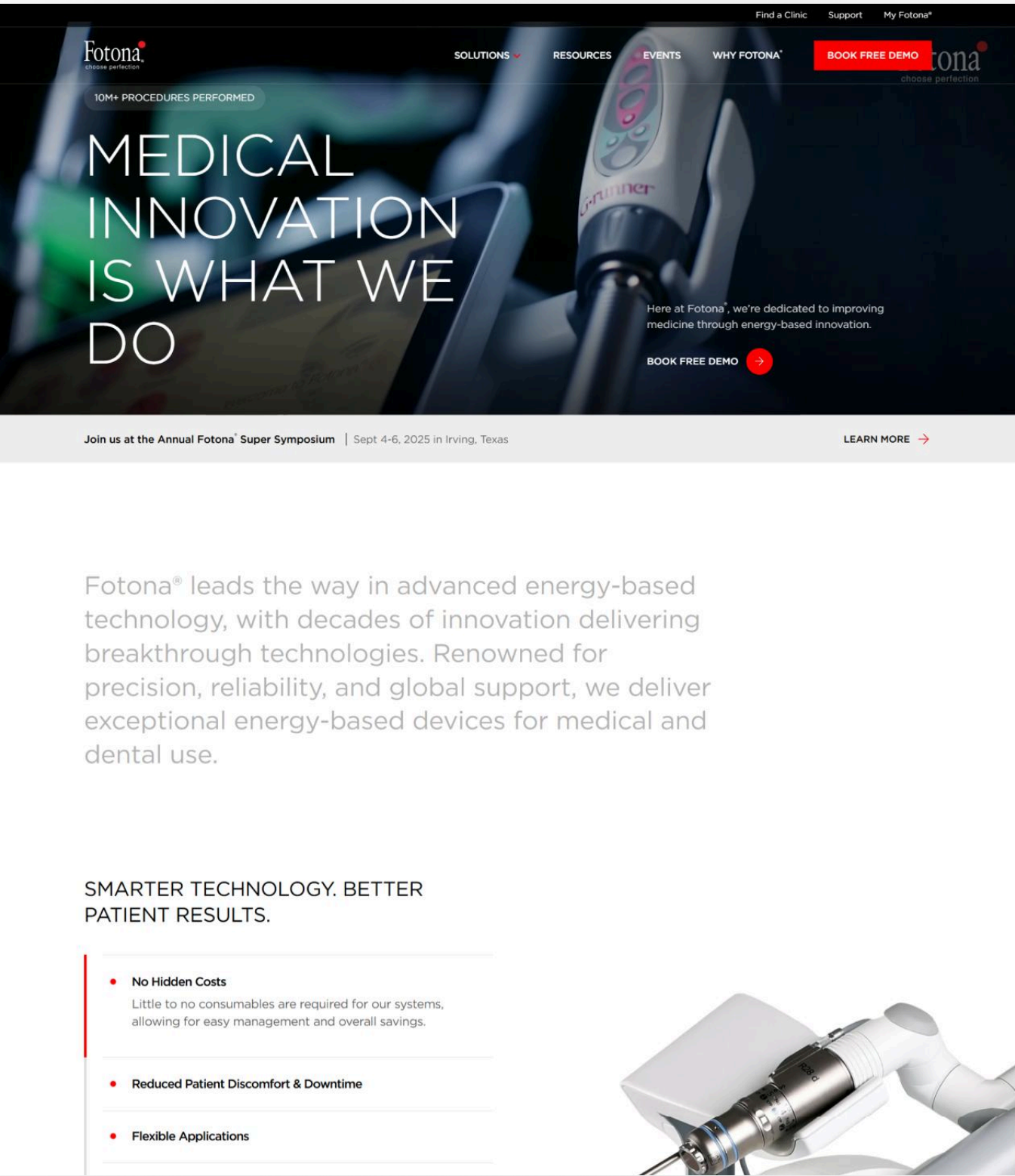
TEST & LAUNCH

Before launch, we ran the new site through rigorous testing across devices and browsers.

From iPads in the clinic to desktop setups in medical offices, we made sure the experience was consistent and reliable.

Once everything passed QA, we followed a detailed launch plan to roll things out smoothly —with no surprises and zero downtime.

RESULTS







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