PORTFOLIO CASE STUDY

MedicalLicensing.com

Full website design & development for a national medical licensing and credentialing service

CLIENT	ROLE	PLATFORM	LIVE SITE
Medical Licensing, LLC	Website Designer & Developer	WordPress (custom theme)	medicallicensing.com

Project Overview

MedicalLicensing.com is the marketing and client-facing site for a company that manages state medical licensing, DEA registration, and payer credentialing on behalf of physicians, PAs, nurses, and other healthcare professionals. The site needed to explain a complex, multi-step service in a way that felt simple and trustworthy, convert visitors into free-consultation bookings, and support long-term organic growth through state-specific and profession-specific landing pages.

50	14+	100%
State-specific licensing pages	Services & profession pages	Responsive, mobile-first build

Scope of Work

Design

- Designed the full visual identity for the site — layout system, color palette, iconography, and typography — built around a calm, clinical blue palette to reinforce trust.
- Created wireframes and high-fidelity mockups for the homepage, service pages, profession pages, and the 50-state licensing directory.
- Designed a repeatable component library (service cards, process steppers, testimonial cards, FAQ accordions) so new pages could be produced quickly and consistently.

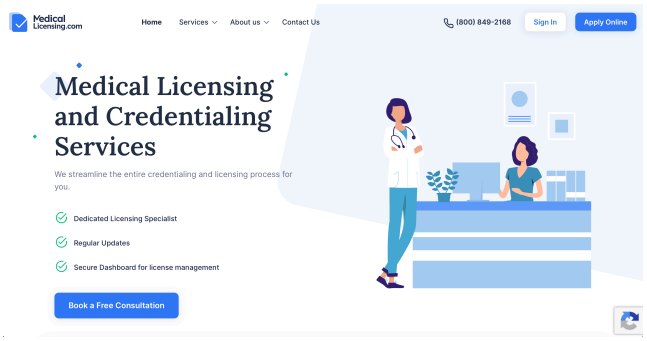
Development

- Built a custom WordPress theme from the approved designs, including a 4-step “How It Works” process module and a searchable state-requirements directory.
- Implemented lead-capture forms (WPForms) with SMS-consent compliance language, connected to the client's CRM for consultation booking.
- Structured the site for scalable SEO — templated state, service, and profession pages, clean URL architecture, and schema/meta data for search visibility.
- Optimized for performance and accessibility: compressed imagery, semantic markup, and full responsiveness across mobile, tablet, and desktop.

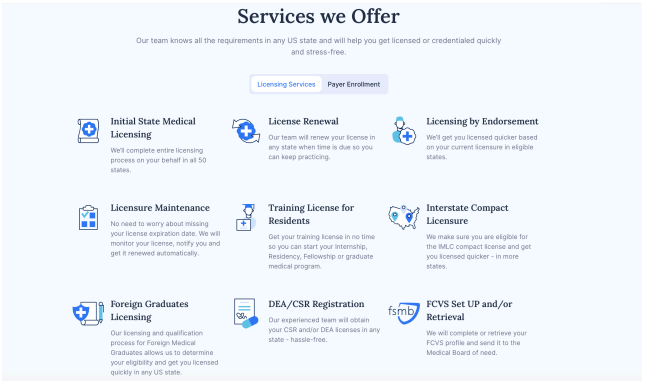
Outcome

The finished site gives Medical Licensing, LLC a scalable content structure — new states, services, or blog posts can be added without a designer or developer — while presenting a polished, credible front door for a service that depends on trust. The homepage funnels visitors toward a single clear action (booking a free consultation), while the state and profession pages capture long-tail organic search traffic.

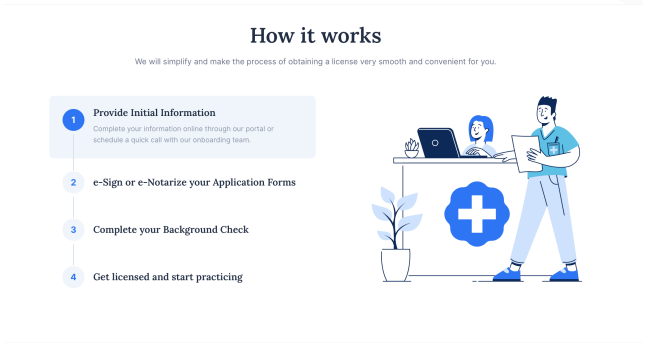
Visuals — Homepage



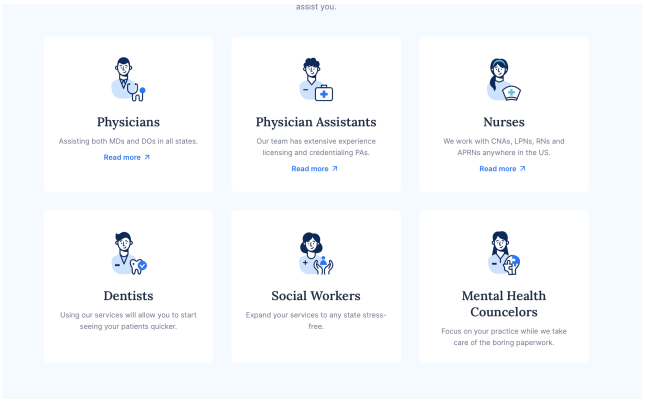
Hero section



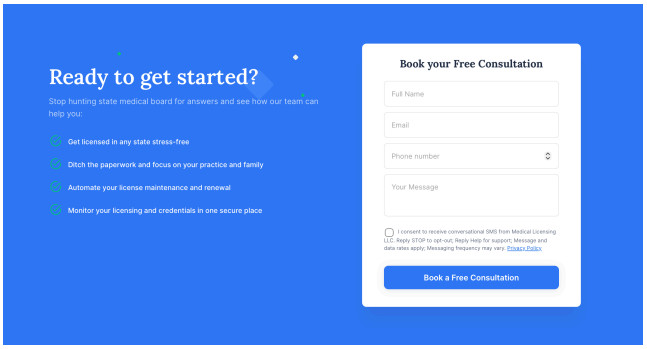
Services we offer



How it works



Professions we work with



Consultation booking form

FAQ accordion