

A Bold New Brand and Website for a Modern CFO Firm



YC Partners is a strategic financial consulting firm serving small and middle-market businesses. Through fractional CFO services, operational insight, and a focus on community-driven impact, the firm helps clients improve performance, drive sustainable growth, and navigate complex financial decisions with confidence.

■ CHALLENGE: Dated Brand and Website

YC Partners' existing brand and website no longer reflected the firm's strategic expertise and growth-focused approach. The dated design and messaging limited their ability to engage prospective clients and effectively communicate their value.

■ SOLUTION:

New Brand Identity:

Information Experts developed a fresh, modern brand for YC Partners to better reflect their expertise and growth-driven focus.

Comprehensive Redesign:

Information Experts modernized the website for improved user experience.

Improved Google Analytics Tracking:

Information Experts implemented a structured analytics system for better monitoring.

User-Centric Design:

The new design emphasized intuitive navigation to boost engagement and client satisfaction.

■ RESULTS:

- **Modernized Brand.**
- **Faster, More Secure Web Presence.**
- **Enhanced Analytics Tracking.**
- **Streamlined User Experience.**
- **Easier Content Management.**

■ CONCLUSION:

Information Experts modernized YC Partners' brand and website, creating a professional platform that enhances client engagement. Improved analytics and a streamlined experience position YC Partners for continued growth and success.

"Information Experts recently partnered with me on the rebrand of my Fractional CFO consulting firm, and I couldn't be more pleased with the outcome."



Nicole Sithithavorn
CEO and Licensed CPA
YC Partners

