

CASE STUDY

Concrete

Reimagining the digital experience for a brand that reimagines concrete

HeyConcrete x Sirican

Website Design & Development · eCommerce · SEO · Maintenance & Support

Client HeyConcrete — a brand of Wabi Sabi Surfaces Pvt. Ltd.

Sector Premium architectural surfaces & design

Engagement Redesign, development & ongoing maintenance

Prepared by Sirican · sirican.com

Project overview

SECTOR Architectural surfaces & design	LIVE SITE heyconcrete.com	WORK DELIVERED Design · Build · eCommerce · Maintenance
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HeyConcrete reimagines concrete as a material of luxury. The brand had built a distinctive identity and a premium portfolio of handcrafted surfaces, yet its website did not tell that story with the craft the products deserved. Sirican partnered with HeyConcrete to rebuild the digital experience from the ground up — and then stayed on as its long-term technology partner to keep the platform secure, current and performing.

This was both a redesign and the start of an ongoing relationship: a website that feels as considered as the product, and a maintenance partnership that keeps it that way long after launch.

THE BRIEF

Give a premium concrete brand a digital home that matches its craft — then keep that home dependable, secure and up to date as the business grows.

About the client

Founded in 2019, HeyConcrete transforms an ancient, industrial material into something warm, tactile and refined. Using its proprietary ultra-high-performance concrete, the company handcrafts wall cladding panels, wall murals, breeze blocks, brick cladding, luxury wash basins and other architectural products — a range spanning distinctive panel series, each with its own character, from bold and sculptural to quietly organic.

The brand pairs craftsmanship with engineering, working from one of India's largest concrete manufacturing facilities and holding certifications for quality, environment and sustainability. Its work reaches architects, interior designers, builders and homeowners who want surfaces with soul, and it is trusted on residential and commercial projects alike.

The challenge

HeyConcrete had the products, the identity and the reputation. What it lacked was a digital experience that lived up to them — the existing website undersold the brand and made it harder than it should have been to explore the range and enquire.

- An outdated design that did not reflect the premium nature of the brand
- Limited storytelling around the products and the craft behind them
- Poor product discovery and navigation across the range
- No conversion-focused journey to turn interest into enquiries and orders
- The need for a scalable eCommerce platform to support growth
- Room to improve speed, SEO and mobile responsiveness — and a need for a dependable partner to keep the site secure and optimized over time

Our approach

We began with a complete audit of the existing website, then rebuilt the digital experience from the ground up on WordPress, WooCommerce and Elementor Pro. Every decision was guided by one principle: the website should feel as premium as the product, and should make it effortless for specifiers and buyers to move from inspiration to enquiry. Rather than a one-off delivery, we approached it as the beginning of a long-term partnership — the build scalable and easy to manage, the relationship structured so maintenance, security and performance are looked after continuously, not left to chance.

01 · AUDIT & DISCOVERY

Understand the buyer

A full review of the existing site and brand, mapping how architects, designers and buyers explore, compare and specify products.

02 · EXPERIENCE & UX

Design the journey

Information architecture and user journeys built around product discovery — from category to product to enquiry and checkout.

03 · VISUAL DESIGN

Premium interface

A refined, brand-aligned interface that lets photography, texture and craftsmanship lead the story.

04 · DEVELOPMENT

Build & eCommerce

A performant WordPress build with a WooCommerce store, structured catalogues and an easy-to-manage Elementor Pro CMS.

05 · OPTIMIZATION

Speed & SEO

Speed, responsive behaviour and search-ready architecture refined across desktop, tablet and mobile before launch.

06 · LAUNCH & PARTNERSHIP

Handover & care

A smooth handover into a continuous maintenance and support relationship that keeps the platform healthy.

Key features

Premium UI/UX

A refined interface that presents concrete as a luxury design material.

Immersive product pages

Rich visual storytelling that foregrounds texture, craft and the making process.

Considered discovery

Clear categorisation across wall panels, breeze blocks, brick cladding and murals.

WooCommerce store

A scalable eCommerce foundation ready to grow with the business.

Conversion-focused journeys

Layouts that guide specifiers and buyers from inspiration to enquiry.

Fully responsive + SEO-ready

A seamless experience across devices, on a clean, search-ready foundation.

Technology stack

WordPress

Elementor Pro

WooCommerce

Performance Optimization

Responsive Development

SEO Best Practices

Ongoing maintenance & support

Our relationship with HeyConcrete did not end at launch. As their long-term digital partner, we keep the website secure, current and dependable — so the team can focus on the business while the platform quietly performs. This ongoing care is where much of the real, lasting value sits.

- Regular WordPress, theme and plugin updates
- Security monitoring, hardening and proactive protection
- Performance monitoring and prompt issue resolution
- Scheduled backups and routine website health checks
- Responsive technical support as needs arise

A LONG-TERM PARTNER

Beyond design and build, we keep the platform secure, updated and reliable over time — turning a one-off project into a dependable, continuously cared-for asset.

Verified performance & quality

The rebuilt site is not only refined — it is measurably well built. On desktop, the homepage scores highly across Google's Lighthouse audits and passes Google's Core Web Vitals assessment on real-world field data, a standard many sites never reach.

94PERFORMANCE
(DESKTOP)**99**

ACCESSIBILITY

100

BEST PRACTICES

100

SEO

Source: Google Lighthouse via PageSpeed Insights, homepage, July 2026 (desktop lab data). The homepage also passes Google's Core Web Vitals assessment on real-world desktop field data, with near-zero layout shift. Scores vary by device and network.

"Concrete, but not as you know it."

— The HeyConcrete brand promise, now reflected in its digital experience

Key takeaways

- Premium brands need digital experiences that match the craft, not merely describe it.
- Strong product storytelling turns a catalogue into a reason to enquire.
- A scalable WooCommerce foundation supports growth without a costly rebuild.
- Much of the value comes after launch: a maintained website is a secure, dependable one.

Building a premium brand that deserves a premium digital experience?

Sirican partners with premium brands across design, development, eCommerce and long-term website support — built as one system.

Let's talk → sirican.com