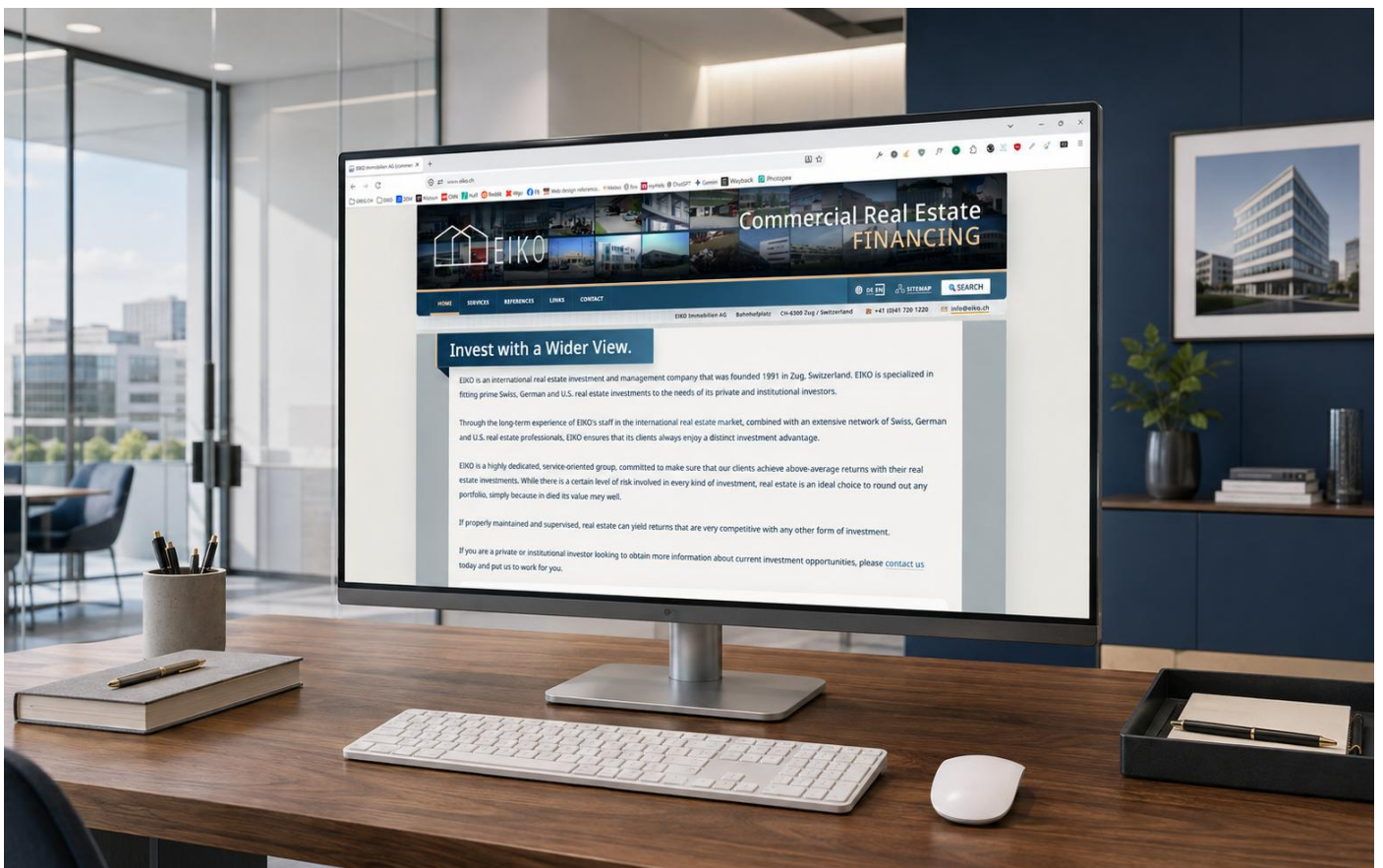


Website Development Case Study

EIKO Immobilien AG

Project summary: I did the complete development of a bilingual, database-driven website for an international commercial real estate investment and management company (Switzerland / USA), including: all designs, frontend and backend programming, database development, full-site search engine, a custom administration and CMS system, layouts for mobile devices, print layout, search engine optimization (SEO), editorial assistance, and client consulting.

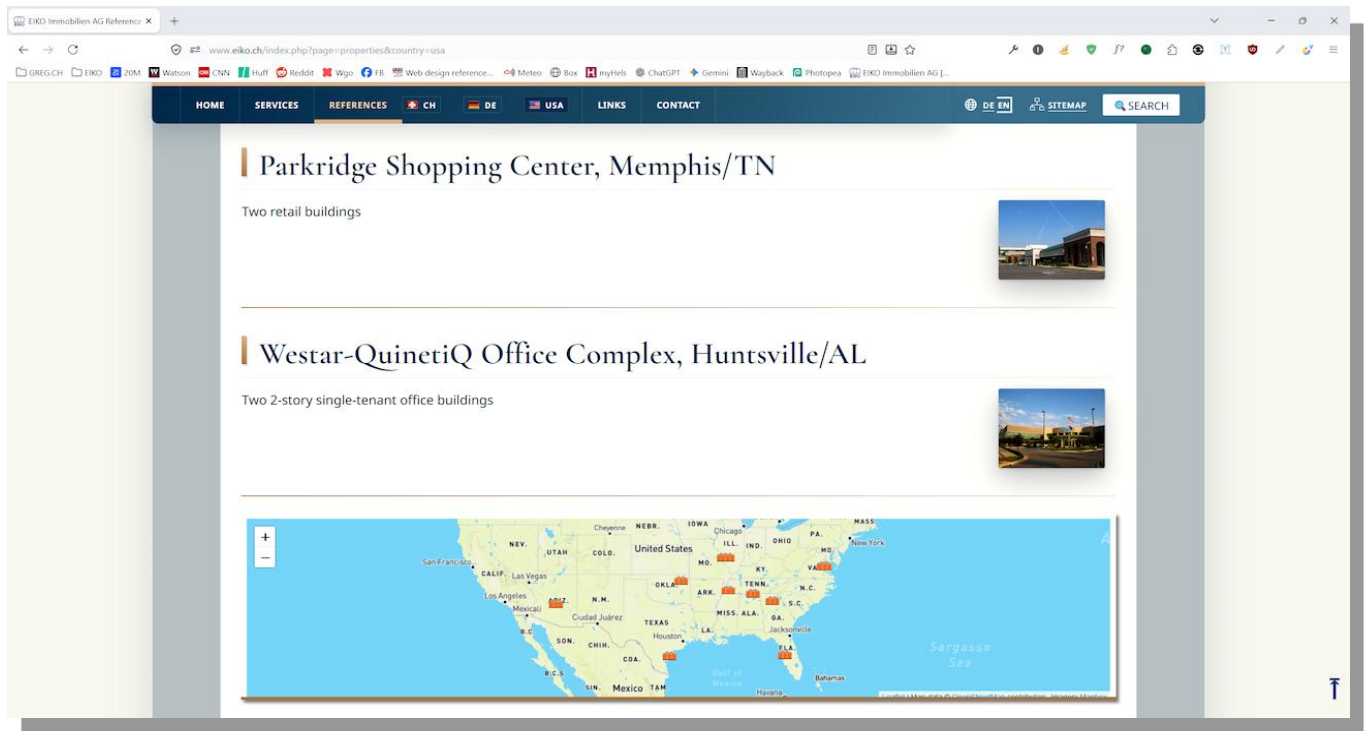


WWW.EIKO.CH
WWW.EIKOGRP.COM

Project Overview

The website was developed to communicate EIKO's experience, international reach and investment expertise while presenting a substantial portfolio of commercial reference properties and pages for EIKO contact persons including CV's. The project combines a high-class, luxurious visual identity with a highly optimized website that is **easy to use and loads quickly** despite its complexity.

In total, the website consists of nearly 800 files.



Target Audience

The website is designed primarily for:

- Private and institutional real estate **investors**
- Property owners and prospective business partners
- Companies seeking investment, financing or management expertise
- International clients researching commercial property opportunities

Because the audience operates internationally, the complete website is available **in German and English**. Visitors can change language without losing their current page or selected country.

Design Concept

The design builds trust by presenting EIKO as an established, dependable and high-class real estate company.

A restrained palette of deep navy, steel blue, copper and warm ivory creates an elegant, architectural appearance. Blue communicates stability, competence and trust, while the brown accents introduce warmth and an understated premium character. For the typography, I chose “Noto” typeface for body copy and “Garamond” for H3 headings. Generous spacing, structured content areas and strong horizontal divisions **help users scan information** comfortably.



One of the defining visual elements is the **animated photographic collage** at the top of the website. Commercial buildings from EIKO’s portfolio are arranged in a continuously moving composition. The sequence is randomized when the page loads, giving the homepage a dynamic quality. The EIKO logo and **rotating service statements**—Consulting, Financing and Managing—are layered over the collage to communicate the company’s core offering immediately.

Desktop Navigation

On desktop screens, the main navigation is positioned directly underneath the photographic collage. It combines the primary site navigation and supporting tools in one clearly defined menu bar.

The primary menu provides direct access to Home, Services, References, Links and Contact. When the References section is active, an integrated **country selector** provides immediate access to properties in Switzerland, Germany and the United States.

On taller browser windows, the complete menu bar becomes sticky. It **remains available** at the top of the screen as users move through longer pages, making navigation faster without permanently reducing the available space on smaller displays.

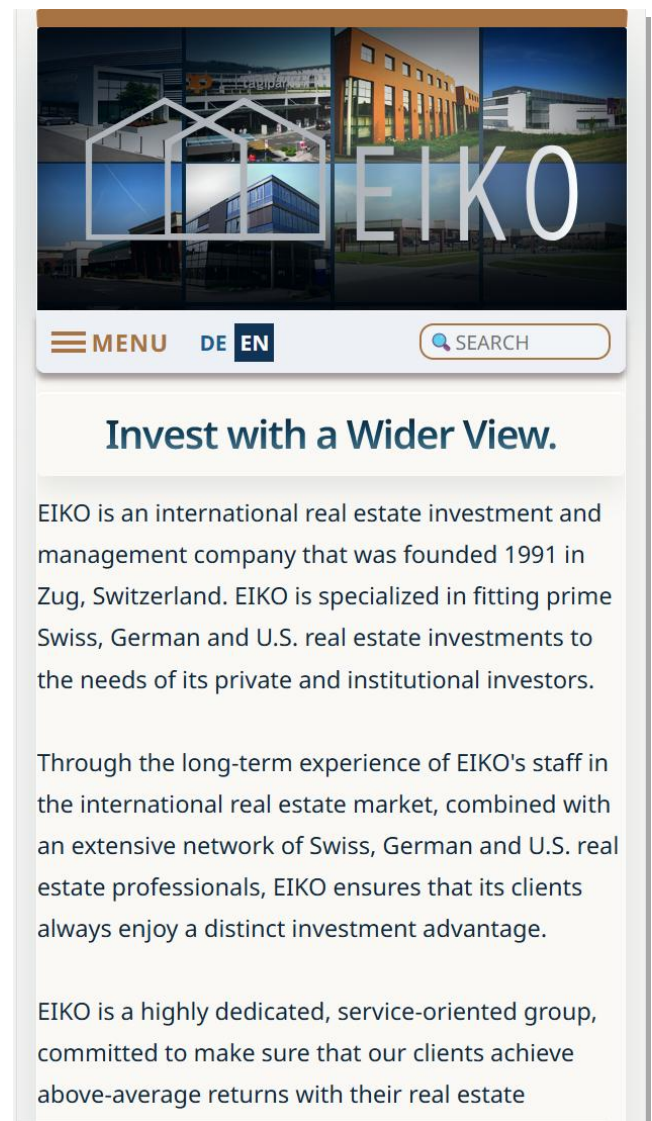
A secondary information bar presents the company name, address, telephone number and email address.

Phone and Tablet Navigation

The mobile interface uses a **dedicated navigation system** rather than simply reducing the desktop menu. A compact menu button opens an expandable site navigation panel containing the main pages and the country-specific reference links. Language selection and search box remain visible. The mobile layout also includes:

- A simpler, animated photographic collage
- A central EIKO logo with subtle light effect
- Touch-friendly navigation controls
- Large **call and email links** in each footer
- An accessible back-to-top control
- Mobile-optimized property listings / maps
- Mobile-optimized typography and headings

This approach preserves the character of the desktop design while adapting the interface to smaller screens and touch interaction.

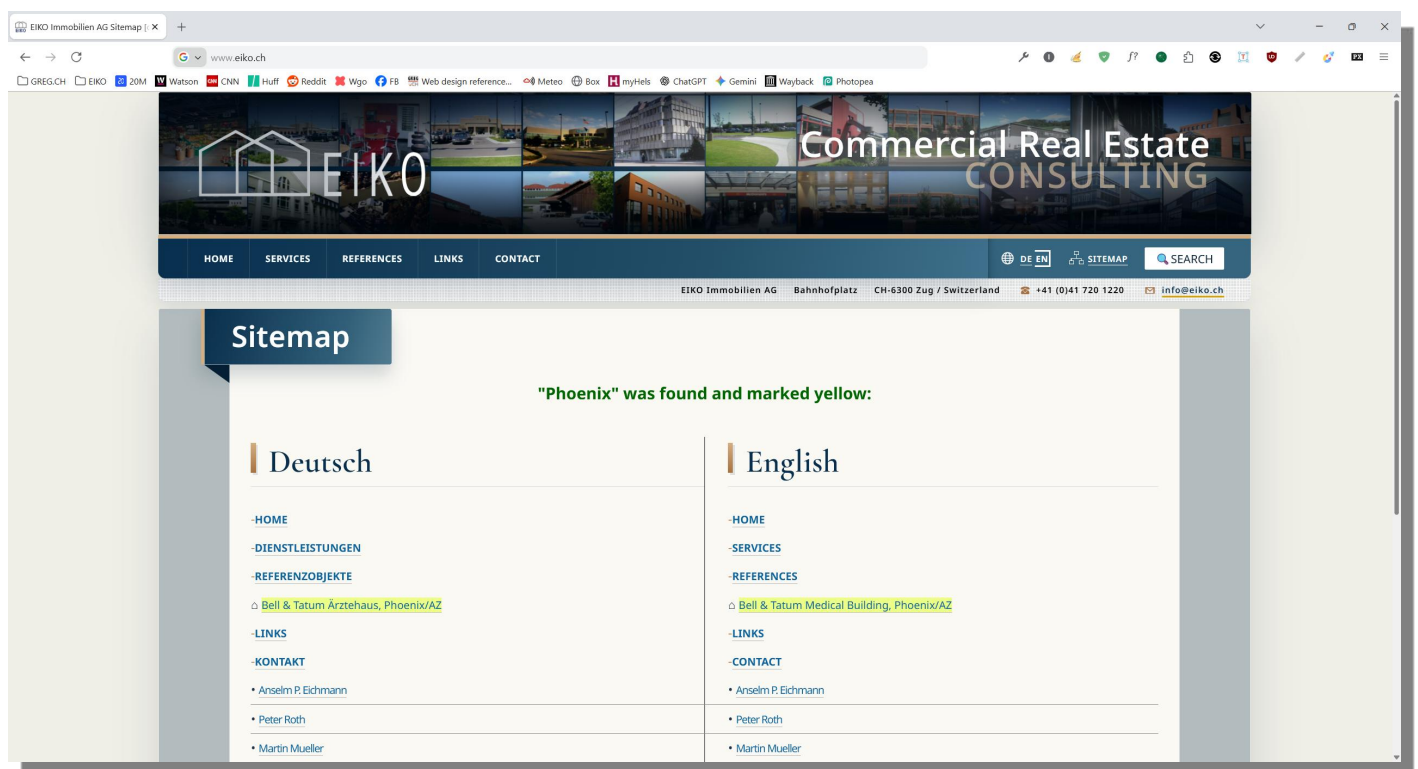


Website Functions

I coded the website in **PHP 8**, **HTML 5**, **CSS 3** and **JavaScript**, and built a multi-table relational MariaDB **database**. The principal functions include:

- Complete German and English content management
- Automatic browser-language detection
- Persistent language selection using sessions
- Database-driven pages and navigation
- Dynamic page titles and meta descriptions
- Country-filtered reference properties
- Interactive property photographs
- Embedded reference-property maps
- Staff biographies and profile pages
- Full-site search with result highlighting
- Human-readable bilingual sitemap
- XML sitemap for search engines

The sitemap **search** examines page titles, page content, reference properties, and staff biographies. Matching entries are highlighted, allowing the sitemap to function as both a navigation overview and a compact search results page. At the bottom of the sitemap, there is a link to the Website Administration System. Logically, this link is hidden when the user is on a very small screen.



Property Portfolio

The References section is one of the website's most important features. It presents EIKO's experience through real commercial properties rather than relying only on general marketing statements.

Visitors can filter the portfolio by Switzerland, Germany or the United States. Each entry combines a property photograph, project title and building description. Images can be enlarged interactively, and the portfolio is supported by a **geographic map** showing the regional distribution of reference properties.

This creates a clear visual record of EIKO's experience with office buildings, retail properties, industrial facilities and other commercial developments.

Special Features and Highlights

- Animated and randomized property-photo collage
- Rotating service statements in German and English
- Sticky desktop navigation on taller screens
- Dedicated mobile and tablet navigation
- Context-sensitive country selection
- Bilingual content throughout the public website
- Interactive, accessible property-image enlargement
- Geographic visualization (maps) of reference properties
- Database-driven full-site search
- Automatic stylesheet cache versioning
- Responsive image loading and decoding
- HTTPS enforcement
- Search-engine-friendly XML sitemap

The website also provides a carefully designed **print version**. Navigation and interactive elements are removed during printing, typography is adjusted, maps and reference sections are formatted appropriately (with clean page breaks), and company information remains clear on paper.

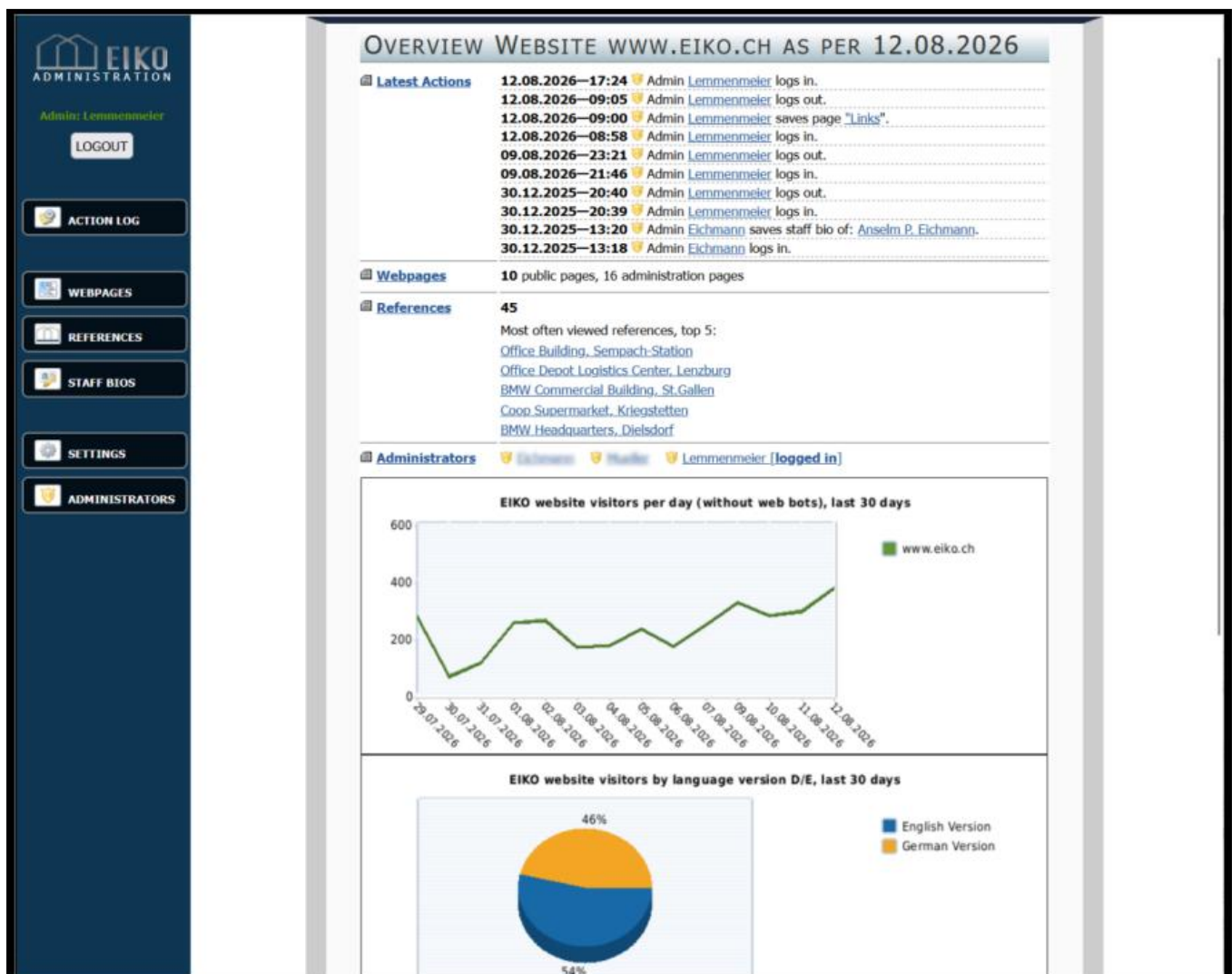
A copyright notice is also added to each printed webpage.

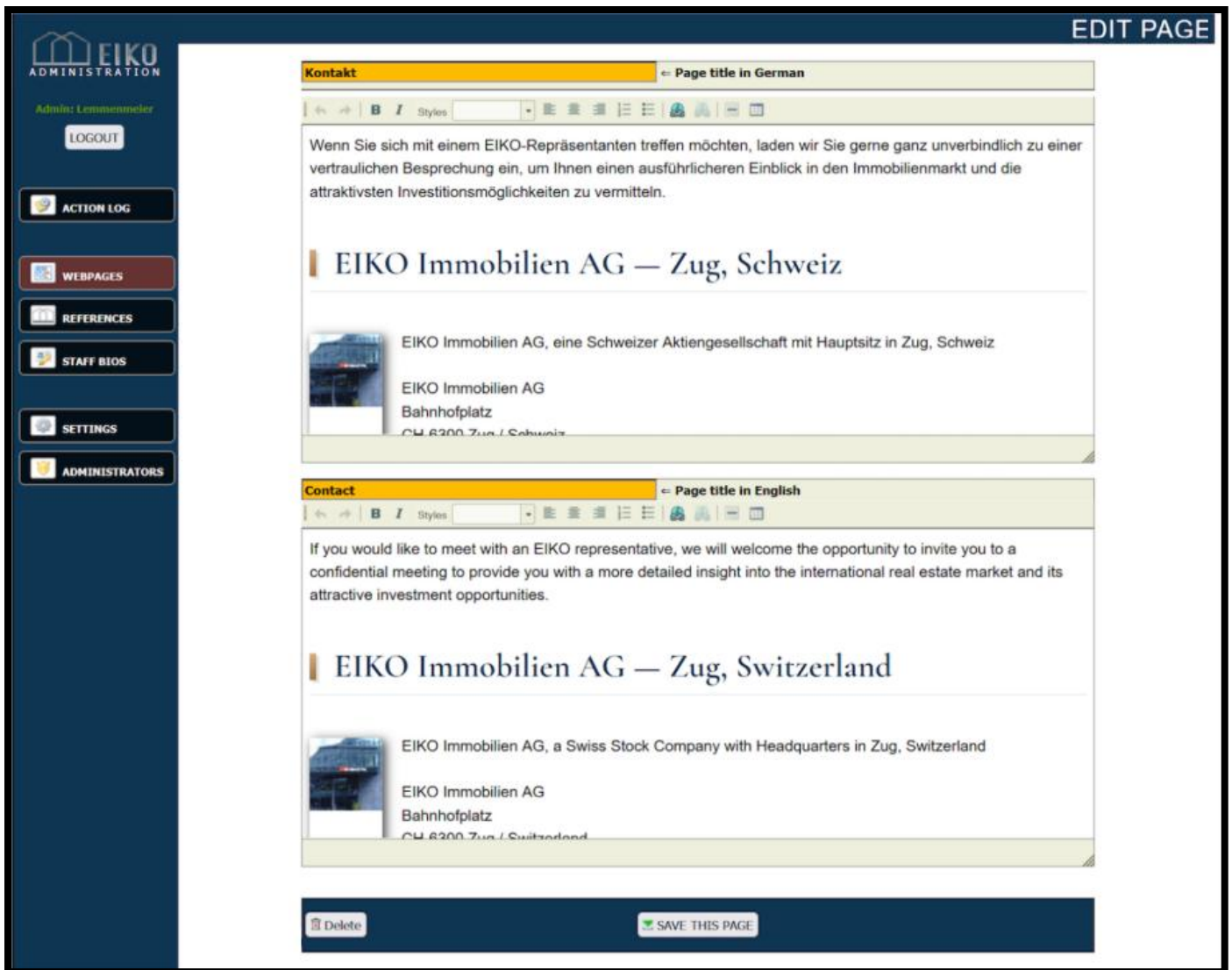
Custom Administration System

A **bespoke** administration system allows authorized EIKO staff to **maintain the website** without editing source code.

The administration area supports:

- Creating, editing or deleting bilingual webpages including menu structures
- Managing property references and photographs (with uploading function)
- Managing staff biographies
- Editing core website settings such as the email address, meta tags, etc.
- Managing admin accounts (two roles: Master / Assistant Administrator)
- Optional: Admins can get auto-notified via email when website changes
- Reviewing administrative activity logs in easily understandable language
- Monitoring visitor statistics, including a chart covering the last 30 days of traffic, and statistics by language version
- Working with rich-text content through an integrated editor
- The integrated webpage editor uses the same headings as the website

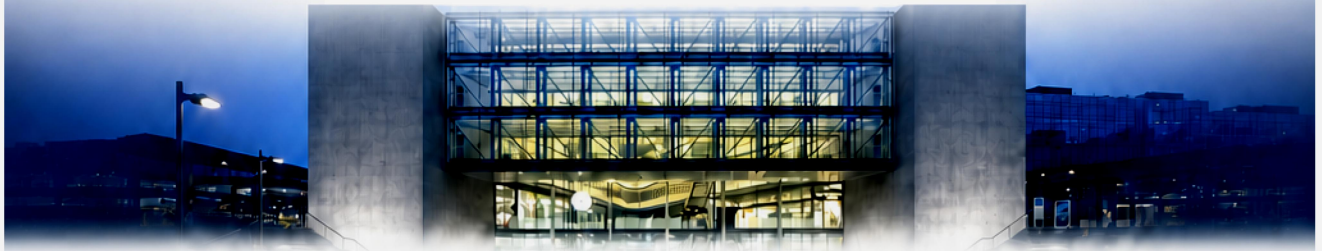




Search Engine Optimization

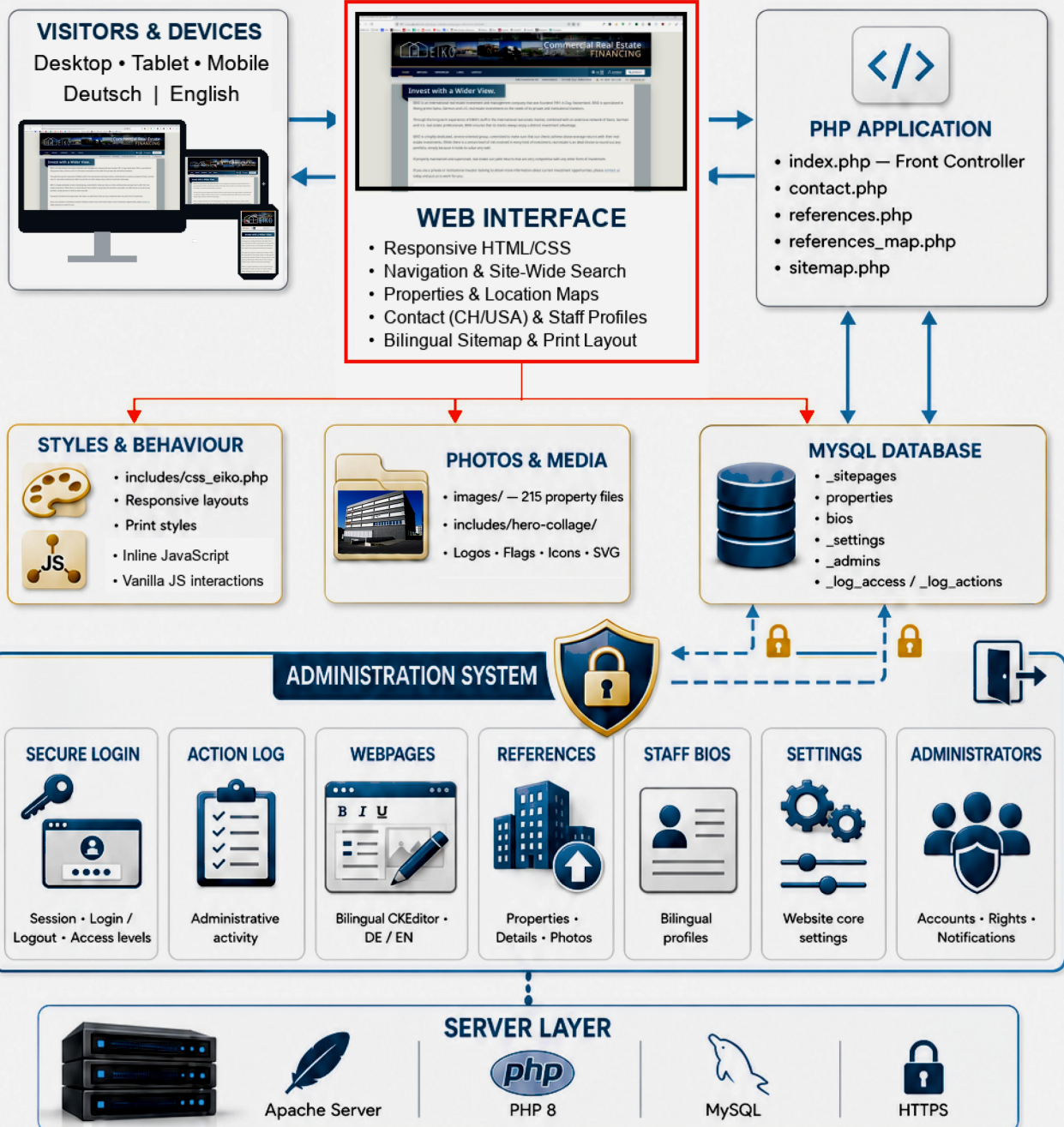
SEO (for **Google Search**) was incorporated into the website architecture rather than added only at the end of development. The implementation includes:

- Page-specific HTML titles
- Bilingual meta descriptions
- Search-engine-readable text content
- Semantic headings and navigation elements
- Descriptive page and property URLs
- An HTTPS XML sitemap
- Robots meta directives and Google site-verification metadata
- Geographic metadata for the Zug location
- Crawlable text links between important pages
- Alternative text where images convey content
- Fast-loading WebP imagery and “lazy loading”
- Cache-busted stylesheets and HTTPS redirection



EIKO WEBSITE ARCHITECTURE

Digital platform for international real estate



Bilingual • Responsive • Database-driven • Fully Searchable • Print-ready • Website by GREG.CH

Standards and Code Quality

The public website uses semantic HTML5, responsive CSS and unobtrusive JavaScript. Accessibility-conscious details include navigation landmarks, language declarations, ARIA labels, and keyboard-operable property images.

The homepage, Services, References, Contact and Sitemap pages were tested with the official W3C Checker. All page types returned **zero validation errors**. The homepage was tested with “Lighthouse” and scored **100%** desktop quality.

Result

The completed website gives EIKO Immobilien AG a distinctive digital presence that reflects the company’s role in international commercial real estate.

It combines an image-led presentation with detailed, searchable information for serious investors and business partners. The responsive interface works across desktop, tablet and mobile devices, while the custom administration system gives EIKO direct control over its pages, staff profiles and property portfolio.

The result is a bilingual, standards-compliant and search-engine-ready business platform that communicates **experience, expertise and sophistication**.

Client Feedback

“GREG.CH was commissioned to completely program our website www.eiko.ch and create an attractive design. Everything was of the highest standard. Mr. Lemmenmeier completed this in the shortest possible time to our complete satisfaction. Absolutely perfect work! We are thrilled with the website.”

– Anselm Eichmann, CEO, www.eiko.ch

Website Development Case Study by: www.greg.ch

