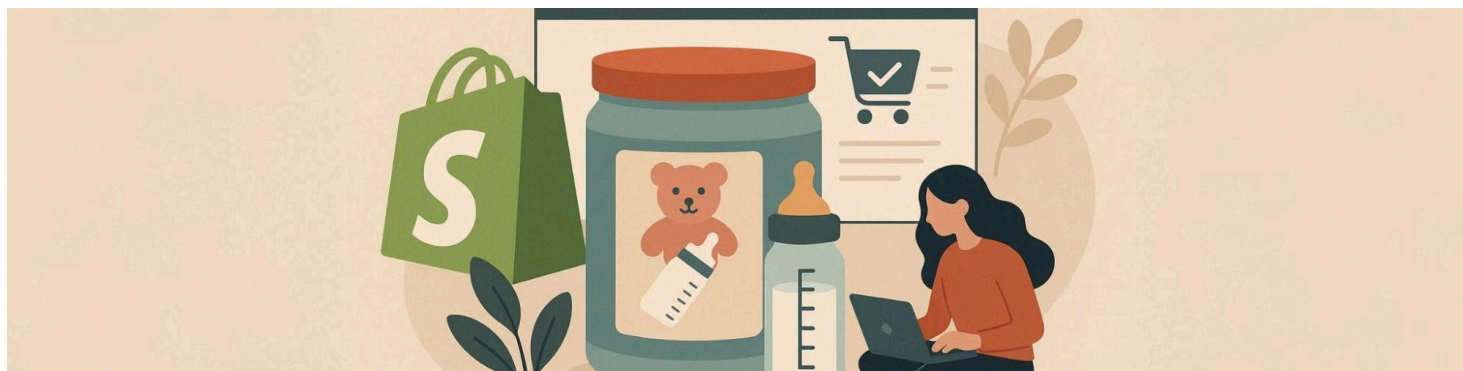


Case Study: WordPress for Neocate



Created by David McKillen, Basebuild, Inc.

Client Overview

Neocate is a healthcare brand offering hypoallergenic nutritional formulas for infants and children with food allergies. The site serves both consumers and healthcare professionals with education, product information, and direct purchase options.

The Challenge

The company needed to provide a seamless e-commerce experience for sensitive product categories, while also offering education and trust-building content for parents and medical professionals alike.

- Modernize the existing website.
- Improve product detail presentation and consumer education flow.
- Ensure full accessibility compliance and seamless mobile UX.
- Create a scalable back-end CMS solution for managing multiple product lines and regulatory content.

Our Solution

Basebuild collaborated on a site structure that clearly separated consumer content from professional resources, integrated a WordPress based secure shopping experience, and

Case Study: E-Commerce Experience for Neocate

optimized navigation for conversion-focused pages and product education.

Results:

- Rebuilt the site on WordPress, ensuring flexible content blocks and FDA-friendly layout structures.
- Designed an intuitive product navigation system to help parents and caregivers quickly find relevant Neocate products.
- Implemented healthcare-focused resource sections tailored for both patients and providers.

Why it matters

Neocate's mission is rooted in care and trust. We helped translate that mission into a functional, reliable e-commerce experience that balances education with action.

Address: <https://www.neocate.com>