

CASE STUDY

Improving Your Web Presence

As a business owner, you know that building an online presence is essential to marketing your business. A strong website can expand your customer reach, increase credibility and provide valuable customer insights. In this case study, we examine how one business enhanced its website and search engine optimization techniques to drive website traffic and, ultimately, increase sales.

Background:

Silky Skin Care (SSC) was created in 2017 by Clare Lawson and offers handmade soaps and salves using clean, edible ingredients. SSC products are sold primarily at farmers' markets and wellness events where customers can try their scents and textures before buying. SSC also has a website, but it drives very few sales.

Problem:

With limited in-person shopping opportunities and the increased demand for ecommerce due to COVID-19, SSC experienced a decline in revenue. Clare needed to pivot and focus on her online business, so it was vital to increase traffic and sales. As Clare reviewed her website, two issues became clear: 1) it lacked relevant content and 2) it was not user-friendly.



Thought starter:

What would your core customers say about your website?

Owner's approach and tools

To address these issues, Clare conducted a [website brand audit](#) to identify opportunities to reflect her business's [brand](#), [brand personality](#) and [value proposition](#) in the content featured on her website.

Value Proposition: *For women who care about the ingredients in their skincare routine, SSC offers thoughtfully made, clean skincare products using edible ingredients so that women can have healthy, vibrant skin and trust what they're using.*













Website brand audit

Website brand elements	How does this element reinforce the brand?	What could be done better to reinforce the brand?
Homepage Company description, value proposition	The home page clearly features the product offerings and company mission	Incorporate comments on environmental consciousness (e.g., no plastics) and the thoughtfulness behind how the products are made
About Us page Description, photos: owner(s), store	Tells owner's story and why it was important for her to start this business	Include herbalist credentials to showcase owner's expertise
Design Layout, color, font, logo	The website and logo designs are earthy and natural-looking	Continue using earthy tones in logos, copy and design elements
Imagery Photos, videos	Product images showcase clean ingredients, and photography highlights healthy skin for all shades	Add a short video featuring the handmade soap-making process and sourcing ingredients
Copy Tone/brand voice, writing style	Specific mention of environmentally conscious sourcing process and natural ingredients	In tone and copy, strive to strike a balance between being informative yet conversational
Service Policies, contact us, client testimonials	Currently lacks a personal touch regarding impact of the products on customers as well as clear contact information	Feature testimonials from actual users of the products Link ways to contact the business
Blogs Thought leadership, values, behind the scenes	Not being done currently	Introduce a blog to demonstrate expertise

She then conducted a [website usability audit](#) to ensure the site was user-friendly, easy to find, informative, and competitive enough to attract her core customer. To assess user-friendliness, Clare began with defining the goal of her website.

Goal: *To increase awareness of her products and their unique value proposition, and to drive sales by attracting the right traffic to her website.*

Key questions	Response	Action items
Is the site attracting core customers to increase sales?	 Core customers are women who believe in clean beauty products. Using Google Analytics data, it was determined that 20% of customers are “core”	 Confirm messages are consistent with what the core customer expects so they remain engaged once on the site; update if necessary
Is the site layout intuitive and easy to navigate?	 The site’s architecture is simple but not user-friendly. More than three clicks are needed to find any of the information provided	 Remove unnecessary layers to reduce the number of clicks
Is the content useful? Does it allow the customer to interact with the business?	 The content is informative and supports the brand; however, it doesn’t bring the products to life	 Include more dynamic content, including customer testimonials, videos of customers interacting with the products, and FAQs
Is it search-engine friendly (i.e., customers can easily find the website)?	 The keyword tool Google Keyword Planner revealed that the website wasn’t at the top of the search results page	 Research from Google Keyword Planner suggested keywords and phrases to enhance content and marketing materials so the website ranks higher in user searches
How does the site compare to the competition?	 Main competitors’ websites connect social media channels to their content, and have a mobile-friendly interface that loads quickly	 Include social media “share” and “follow” buttons on the website so customers can share content. Work with a developer to refine website to make it more mobile-friendly

Implementation

After identifying her key challenges and opportunities, Clare took the following steps to create more relevant content and make her site more user-friendly:

- ✓ Updated the site's contact information and social media connections, encouraging more shares by users
- ✓ Added a call to action that led customers to FAQs, blog posts, and the option to sign up for a newsletter
- ✓ Identified keywords that connected with her core customer
- ✓ Changed her website settings so they were mobile-friendly for her customer
- ✓ Reviewed and updated her website's content so the language better reflected her brand and value proposition
- ✓ Committed to analyzing Google Analytics and Google Keyword Planner on a quarterly basis to ensure she's attracting her core customer and that her keywords are driving more traffic

Other key terms

Brand: is the identity of a product or service based on the perception customers have of your business.

Brand personality: is a collection of consistent, human-like traits (e.g., emotional, intellectual, and behavioral patterns) that are unique to a brand and help drive connection with core customers.

Core Customer: is a general description of a few key attributes of the customer who would be most interested and likely to purchase your product or service.

Search Engine Optimization (SEO): is the process of improving your website to increase its visibility when people search for products or services related to your business in various search engines. An effective SEO strategy drives traffic to your website, improves your rank in search results and increases brand awareness.

Value Proposition: is a simple statement that summarizes why a customer should choose your product or service. It communicates the clearest benefit that customers receive by giving you their business.

Website Brand Audit: is an assessment of your company's mission and brand alignment to your online presence.

Website Usability Audit: is an assessment of the ease of use and utility of a website. It is the experience customers or potential customers have while visiting your website.

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