



A Web Presence Case Study: Silky Skin Care

As a business owner, you're aware that building an online presence is essential to marketing your business. A strong website can also 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 struggled with a decline in revenue. Clare needed to pivot and focus on her online business, so it was vital to evaluate her website 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.

Owner's Approach and Tools

To address these issues, Clare began by performing brand and usability audits of her website.

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: *SSC offers thoughtfully made, clean skincare products to contribute to healthy, vibrant skin.*

Website Brand Audit

Website brand elements	How does this element reinforce the brand?	To what degree is the brand reinforced?	What could be done better to reinforce the brand?
Home page Company description, value proposition	The home page clearly features the product offerings and company mission	Medium	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	Medium	Include herbalist credentials to showcase owner's expertise
Design Layout, color, font, logo	The website and logo designs are earthy and natural-looking	High	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	Medium	Add a short video featuring the handmade soap-making process and sourcing ingredients

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Website brand elements	How does this element reinforce the brand?	To what degree is the brand reinforced?	What could be done better to reinforce the brand?
Copy Tone/brand voice, writing style	Specific mention of environmentally conscious sourcing process and natural ingredients	Medium	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	Low	Feature testimonials from actual users of the products Link ways to contact the business
Blogs (e.g., thought leadership, values, behind the scenes)	Not being done currently	Low	Introduce a blog to demonstrate expertise

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.*

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.

Website Usability Audit

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”	Update the site to confirm messages are consistent with what the core customer expects so they remain engaged once on the site
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 and review content to confirm it’s aligned with the page name — for example, does the contact page offer several ways to reach out?
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

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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



Thought starter:

What are three things that make your product or service unique?

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.

Business described in the case study is illustrative and does not represent real individuals or situations.

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