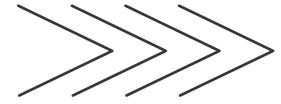




W E B S I T E



# WEBSITE DESIGN & FUNCTIONALITIES

By completely redesigning the website based on ease of use and easily findable relevant content, we increase the number of users while lowering the bounce rate.

Pageviews

**18.27%**

50,408 vs 42,621



Unique Pageviews

**21.13%**

40,578 vs 33,499



Avg. Time on Page

**0.11%**

00:01:32 vs 00:01:32



Bounce Rate

**-7.51%**

43.73% vs 47.28%



% Exit

**4.64%**

44.45% vs 42.48%



Sept. 2018 - Feb. 2019 vs. March - August 2018

# WEBSITE

BEFORE FLUTTER

SALON ZIBA  
NEW YORK

Home Book an Appointment Services Products About Us Blog Contact Us Newsletter Gallery

NEW!  
Salon Ziba Haircare for  
All Hair Types  
Developed exclusively by Salon Ziba.



AFTER FLUTTER

SALON ZIBA  
NEW YORK

Our Team Services Book an Appointment Shop Blog Gallery Contact

Experience Our  
Flagship Location  
50 West 57th Street  
2nd Floor

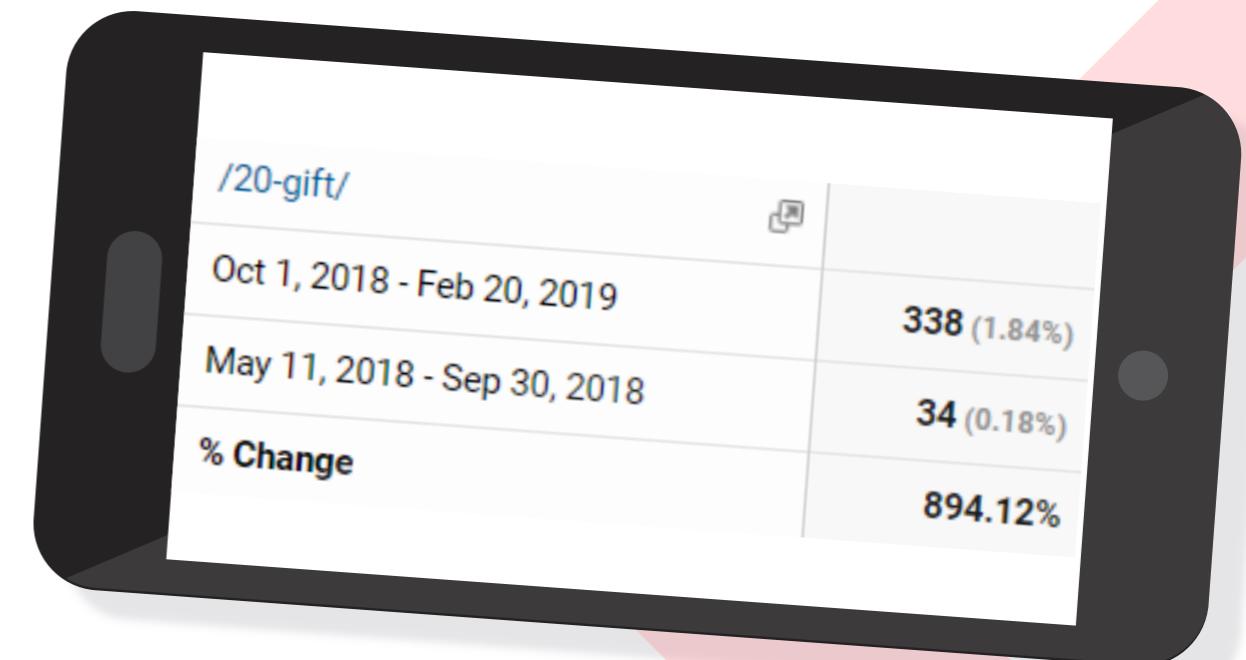
LEARN MORE

## SPECIAL PROMO

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The client expressed wanting more people to be aware of a special promo they offer through a combination of website updates, SEO, and listing updates, we've increased the number of visitors to their special promo page by

# 894%





## GOAL COMPLETION

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By streamlining and promoting the client's online booking service, and by making the option easier to find from multiple sources, we've seen goal completion (visitors booking online) rate double in the past month, with no signs of slowing down.

