

Creating a company's online presence to attract clients and future employees

Disclaimer

Please note that I was solely responsible for the design and development of the website for Sensations. My involvement with the club was limited to the design and development of their website, and I do not endorse, promote or condone any activities or practices associated with the adult entertainment industry.

I respect the personal beliefs and values of our audience, and understand that some may find the content displayed here uncomfortable or offensive. Viewer discretion is advised.

Overview

Taking charge with Sensations' web presence overall increased the statistics of applicants and client attraction. This case study highlights the landing page optimizations made to enhance conversion rates and the impact of this domain on the company's overall growth. The study also examines the progression of the company's metrics before and after the implementation of the website overall.

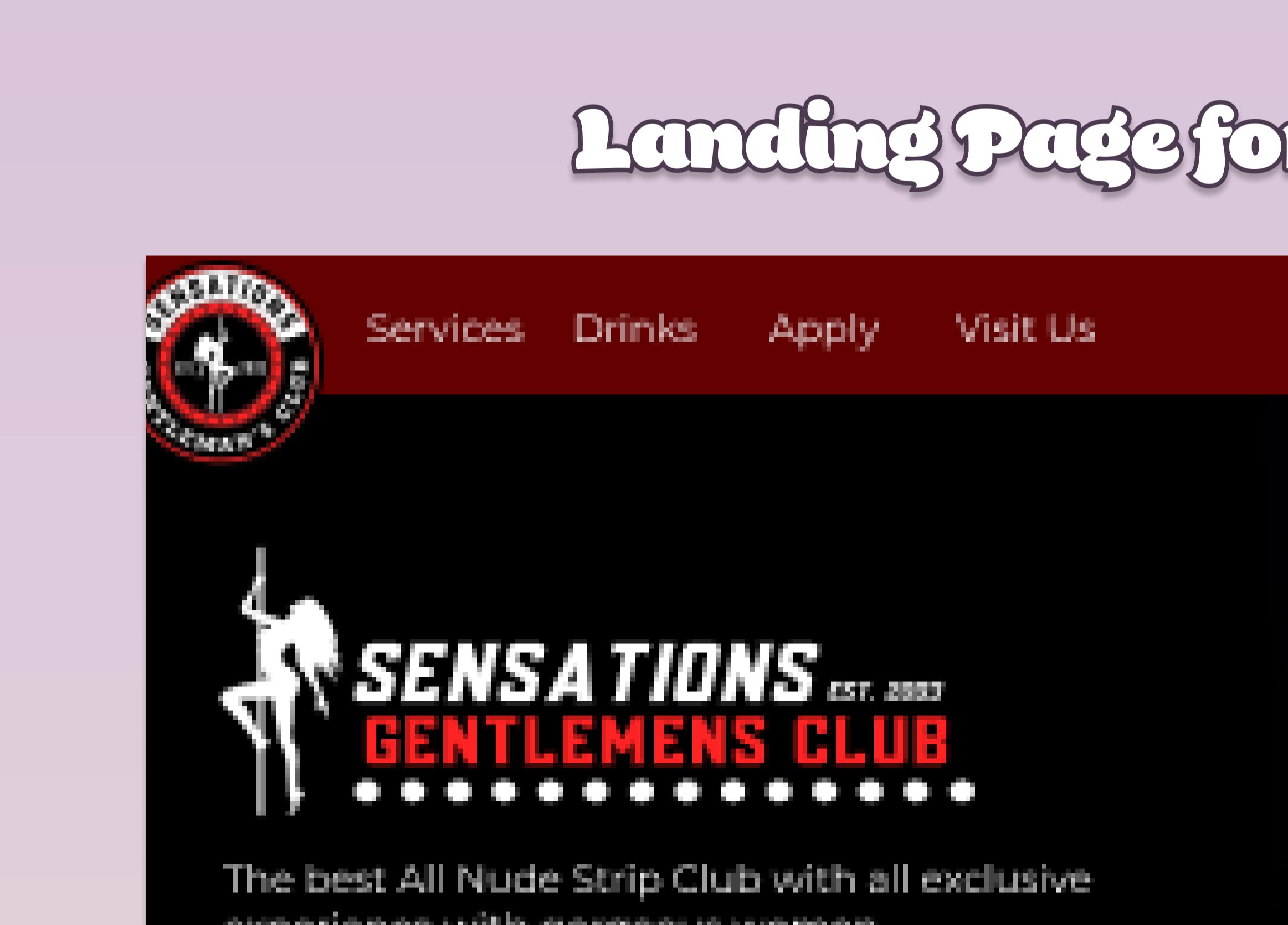
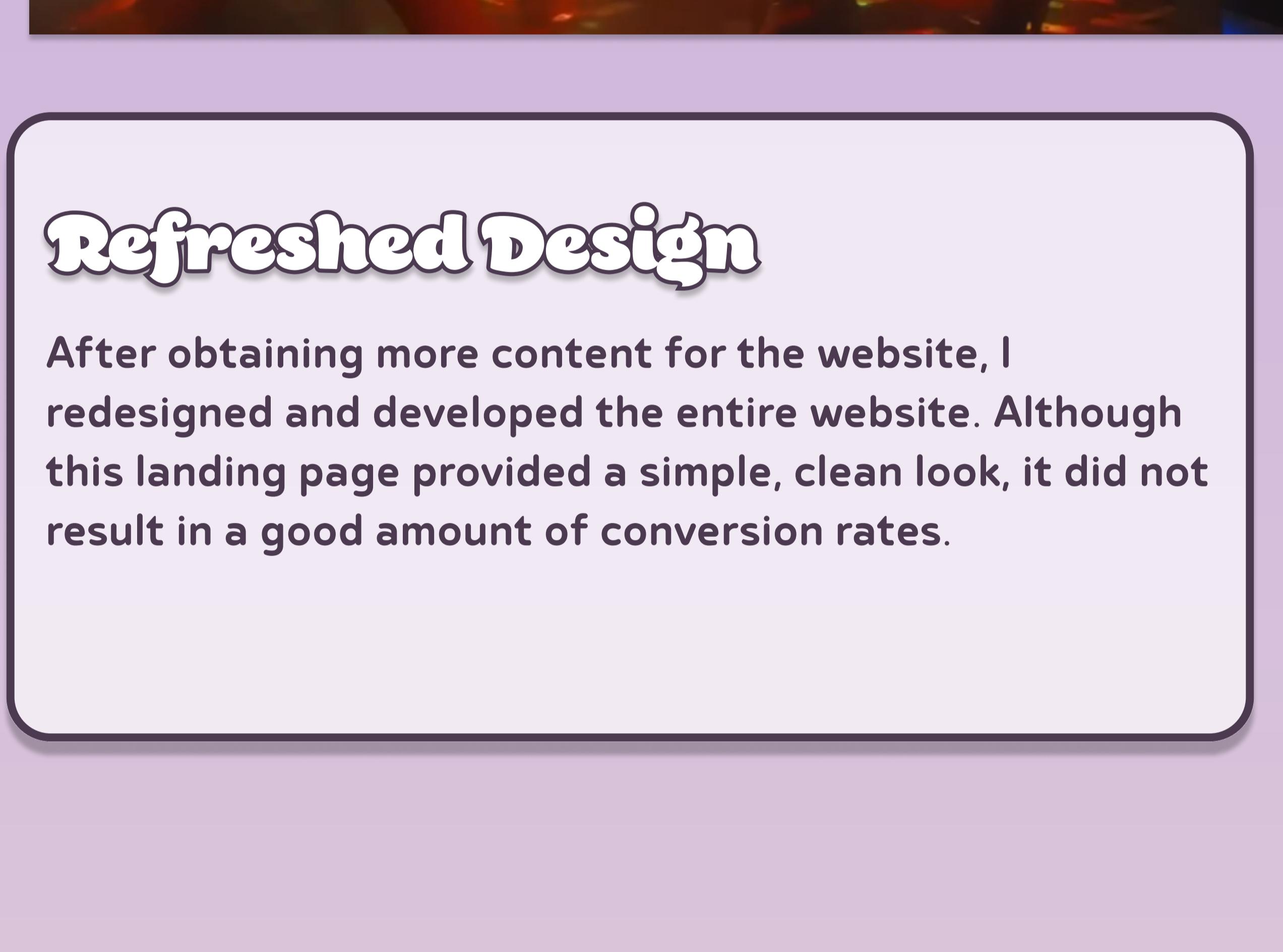
Figma React.js Canva Procreate Formacade

Previous Landing Pages

Original Design

In the first design, the landing page had Sensations' promotional video in the background. Although it was a high-quality video, it did not fit best within the landing page, as it did not provide a clear call to action.

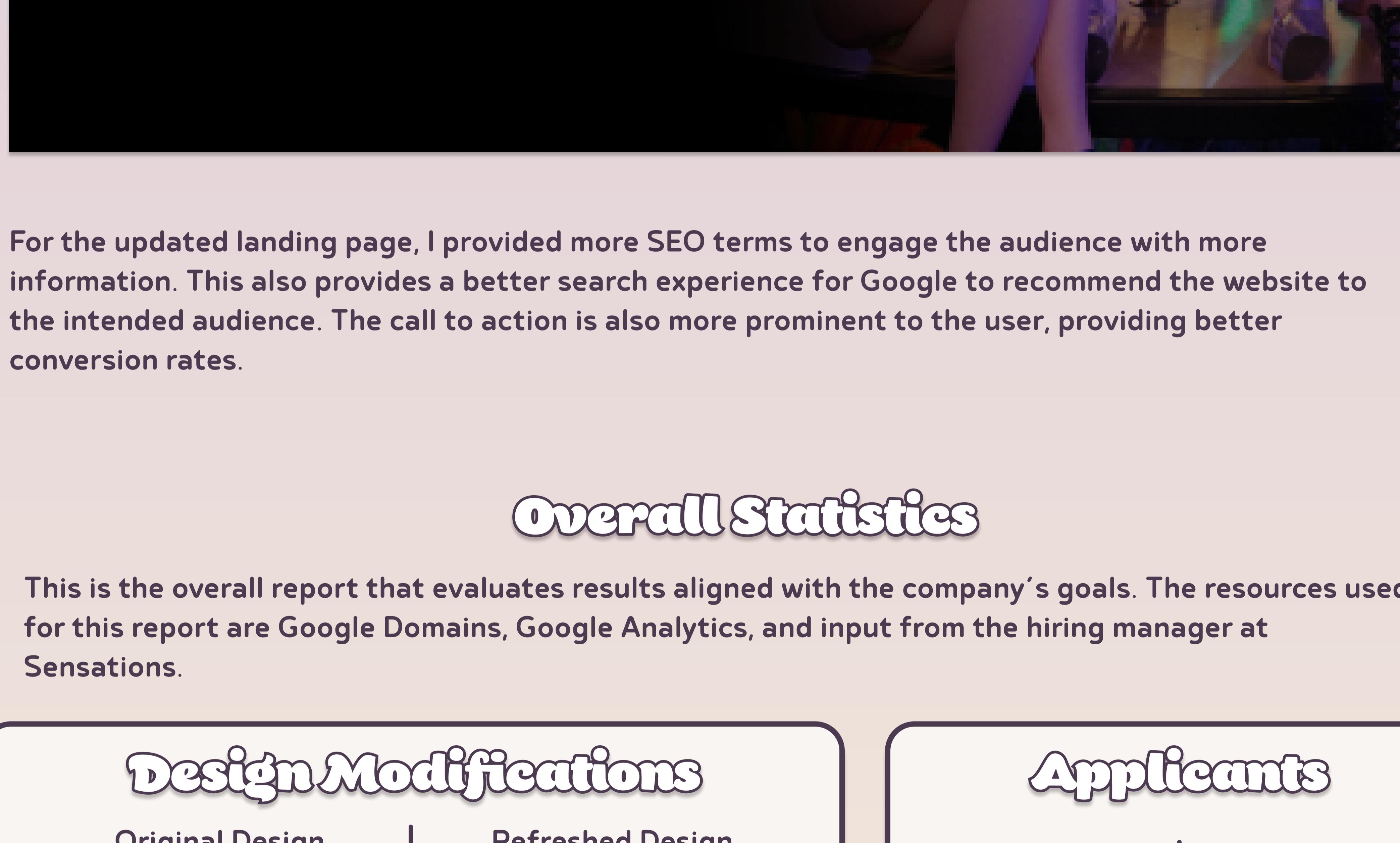
Additionally, I lacked sufficient content to structure the site to its full potential.



Refreshed Design

After obtaining more content for the website, I redesigned and developed the entire website. Although this landing page provided a simple, clean look, it did not result in a good amount of conversion rates.

Landing Page for SEO Optimization



For the updated landing page, I provided more SEO terms to engage the audience with more information. This also provides a better search experience for Google to recommend the website to the intended audience. The call to action is also more prominent to the user, providing better conversion rates.

Overall Statistics

This is the overall report that evaluates results aligned with the company's goals. The resources used for this report are Google Domains, Google Analytics, and input from the hiring manager at Sensations.

Design Modifications

Original Design	Refreshed Design
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Total Clicks	2.18K
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803	
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Total Impressions	11.4K
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4.11K	
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(Nov. 10th 22) - (Dec. 31st 22)	(Jan. 1st 23) - (Apr. 25th 23)
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Google Analytics was implemented shortly after the refreshed design, improving total impressions.

Applicants

Before Webpage	After Webpage
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Avg. 7 applicants per month	Avg. 12+ applicants per month
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91+ online applicants within the last 7 months

Conclusion

In conclusion, the website optimizations made to Sensations have had a positive impact on the company's growth. The previous landing pages lacked a clear call to action, resulting in low conversion rates. However, the updated landing page contains more SEO terms and a prominent call to action, resulting in improved conversion rates and attracting more applicants. The statistics provided by Google Domains and Analytics show a significant increase in total clicks and impressions after the refreshed design leading to a higher number of applicants per month.