**\*NEW\* For all individual portfolio pages, services will be listed at the bottom of the banner image**

### Olive Oil Co. Portfolio Page

Banner Image:

Services (at bottom of banner image): Strategy // Website Design/Development // Ecommerce

Client:

The Project: It’s time for an oil change — an olive oil change that is. The Barrie Olive Oil Co. is a retailer that puts a premium on product quality and customer experience. With three locations, the marketing focus had been in-store. The pandemic forced the company to adapt, investing online to elevate their “fourth store” experience to best serve their many new online shoppers.

[Image 1: homepage full shot, main product page, individual page, cart, etc. - want them to see it’s an ecomm project]

Our Work: Gel redesigned and built a better ecommerce website with this in mind. *“Make it easy for people to buy from you.”* We made the site more inspiring for the everyday cook with drool-worthy visuals and easier-to-find blogs. We helped prospective customers find products they didn’t know they needed by adding better search functions.

[Big inspiring picture of food - pick from her professional photos maybe? Include a collage - image of search functions - homepage, product page, blog page

We helped the sometimes impatient shoppers buy faster with a simpler purchase experience and streamlined checkout process. We used social influence to help customers make purchase decisions by featuring customer and product reviews throughout the site.

First image in this section: some shots of the cart, the shop now button, the individual product page, etc}

2nd image: [image of customer reviews and several individual product reviews layered with coloured blobs or boxes behind]

The results: The Olive Oil Co.’s online store has seen significant increases in web traffic and conversions since the launch of the site which translates to greater corporate revenue and profit. The website exceeded expectations and continues to deliver a better, more intuitive user experience that keeps the Olive Oil Co. customers coming back.

Denise (maybe fun avatars?)

Olive Oil Company {logo}

“It's refreshing to work with professionals like Tom, Shannon, and their team. Their collaborative approach and deep knowledge of brand marketing and customer experience have contributed greatly to the success of our new website—an impressive increase in both traffic and sales conversions.”