# Questions and Answers

**Question:** What services does Click Here Labs offer?

**Answer:** Click Here Labs offers a wide range of digital marketing services, including website design and development, online advertising, digital analytics, search engine optimization (SEO), mobile app development, and emerging technology solutions.

**Question:** What kind of digital solutions can I expect from your agency?

**Answer:** Our agency provides comprehensive digital solutions, encompassing everything from website creation and e-commerce platforms to digital marketing strategies and custom application development. We tailor our services to meet your specific business needs and goals.

**Question:** How can Click Here Labs help improve my company's online presence?

**Answer:** Click Here Labs can enhance your online presence through various means, such as creating a responsive and user-friendly website, implementing effective SEO strategies, managing online advertising campaigns, and leveraging social media platforms to engage with your target audience.

**Question:** Does Click Here Labs have experience working with businesses in my industry?

**Answer:** Click Here Labs has worked with a diverse range of clients across various industries, including financial services, healthcare, retail, and technology. We adapt our expertise to suit the unique challenges and opportunities of each sector.

**Question:** Can you provide examples of successful projects you've completed for other clients?

**Answer:** Certainly! We have numerous case studies showcasing our work, such as website redesigns for Gunner Roofing and Combat Corner, digital campaigns for Dr Pepper, and innovative solutions like the Digital Bartender for 7UP. These examples demonstrate our ability to deliver results across different business objectives.

**Question:** What makes Click Here Labs different from other digital agencies?

**Answer:** Click Here Labs stands out due to our comprehensive approach, combining strategy, design, and development expertise. We focus on creating innovative, data-driven solutions that deliver measurable results. Our team's versatility and commitment to staying ahead of digital trends ensure that we provide cutting-edge solutions for our clients.

**Question:** How does Click Here Labs approach new client projects?

**Answer:** We begin each project with a thorough discovery phase, where we dive deep into understanding your business goals, target audience, and industry challenges. From there, we develop a tailored strategy, create engaging designs, and implement robust technical solutions. Our collaborative approach ensures that you're involved throughout the process.

**Question:** What technologies and platforms does Click Here Labs use for web development?

**Answer:** Click Here Labs utilizes a wide range of technologies and platforms, including WordPress, WooCommerce, React.js, NextJS, and custom solutions built on PHP or .NET frameworks. We choose the most appropriate technology stack based on your project requirements and scalability needs.

**Question:** How can Click Here Labs help my business stay competitive in the digital landscape?

**Answer:** We help businesses stay competitive by leveraging the latest digital trends and technologies. This includes optimizing for mobile experiences, implementing AI-driven solutions, utilizing data analytics for informed decision-making, and creating engaging content strategies that resonate with your target audience.

**Question:** What kind of results can I expect from working with Click Here Labs?

**Answer:** While results vary depending on your specific goals and market conditions, our clients have seen significant improvements in key performance indicators such as website traffic, conversion rates, online sales, and brand engagement. We focus on delivering measurable outcomes that align with your business objectives.

**Question:** How does Click Here Labs ensure the security and compliance of digital solutions?

**Answer:** We prioritize security and compliance in all our digital solutions. This includes implementing robust security measures, following best practices for data protection, and ensuring compliance with relevant regulations such as ADA and GDPR. We also offer ongoing maintenance and support to keep your digital assets secure and up-to-date.

**Question:** Can Click Here Labs help with both B2B and B2C digital strategies?

**Answer:** Absolutely! We have experience crafting digital strategies for both B2B and B2C businesses. Our approach is tailored to the unique requirements of each market, whether it's creating thought leadership content for B2B clients or developing engaging e-commerce experiences for B2C brands.

**Question:** How did Click Here Labs improve Gunner Roofing's online presence?

**Answer:** For Gunner Roofing, we redesigned their website to freshen the look, promote new business lines, accent their customer service reputation, and improve search visibility. We used WordPress Genesis framework for flexibility and future expansion, implemented SEO strategies, and ensured ADA compliance. The result was immediate organic search traction and improved customer engagement.

**Question:** What innovative solution did Click Here Labs create for 7UP?

**Answer:** We developed the Digital Bartender for 7UP, a mobile web application that allows users to mix drinks without traditional measuring tools. This innovative solution grew from a Digital Jam idea into a fully functional web app, featuring visual representations of cocktail recipes and undergoing rigorous user testing for optimal usability.

**Question:** How did Click Here Labs help Combat Corner enhance their e-commerce experience?

**Answer:** For Combat Corner, we implemented a combination of WP Engine Atlas and BigCommerce Blueprint to maximize performance and front-end customization. This approach allowed for a robust e-commerce experience primed for future expansion, resulting in sub- second page load times, significant SEO improvements, and increased revenue.

**Question:** What approach did Click Here Labs take for the Dallas Children's Advocacy Center website redesign?

**Answer:** We completely overhauled the Dallas Children's Advocacy Center website, focusing on improved navigation, mobile responsiveness, and streamlined content management. The redesign process involved stakeholder interviews, custom module functionality, and implementation of the Kentico CMS. The result was a more engaging, user-friendly site that effectively communicated the organization's mission and services.

**Question:** How did Click Here Labs contribute to Dr Pepper's "Pick Your Pepper" campaign?

**Answer:** For Dr Pepper's "Pick Your Pepper" campaign, we created a comprehensive digital and social ecosystem. This included a GIF engine on the campaign landing page, allowing users to create and share custom GIFs. The campaign resulted in outperforming key competitors in sales and achieving high engagement rates across digital platforms.

**Question:** What unique solution did Click Here Labs develop for Choctaw Casinos & Resorts?

**Answer:** We redesigned the Choctaw Casinos & Resorts website, focusing on creating an exciting and intuitive user experience. Key features included a video introduction, scrolling and sticky navigation, and an interactive map. We also implemented a custom WordPress solution on Amazon Web Services, allowing for easy content updates and improved site performance.

**Question:** How did Click Here Labs approach the American Bible Society's website redesign?

**Answer:** For the American Bible Society, we created the "Look Inside the Bible" website, focusing on answering users' questions about the Bible. We implemented robust search functionality with question "cards" for quick answers, along with accompanying video content. The site continues to provide valuable insights into user interests and has become a useful tool for the organization.

**Question:** What creative approach did Click Here Labs take for the NatureSweet Tomatoes animation project?

**Answer:** For NatureSweet Tomatoes, we created an animated campaign featuring line-drawn characters with NatureSweet tomatoes as their heads or bodies. This creative approach was used in TV spots, digital ads, and social media content to tell the brand's story in a unique and memorable way.

**Question:** How did Click Here Labs help KeyBank create engaging social content?

**Answer:** We produced a series of 15-second social videos for KeyBank, featuring financial tips presented through stop-action animation. Our team used 3D printing to create over 50 props, resulting in cost-effective and visually appealing content that significantly outperformed projections for completed views.

**Question:** What innovative solution did Click Here Labs create for Raytheon's trade show presentations?

**Answer:** For Raytheon, we developed an interactive capabilities presentation using React and custom animations. The presentation featured a simplified, visually striking design that stood out among competitors. It included stylized videos and modular components that could be easily updated, all while maintaining strict security measures.

**Question:** How did Click Here Labs improve FN America's online presence?

**Answer:** We redesigned FN America's website to showcase their products, history, and military heritage. The new site features streamlined navigation, improved product presentation with 360-degree views, and a dynamic breadcrumb process. We also implemented WooCommerce for features like training-class purchases, resulting in a site that effectively communicates FN's brand message and improves the user experience.

**Question:** What unique approach did Click Here Labs take for the Mott's Teachable Tastes project?

**Answer:** For Mott's Teachable Tastes, we created an interactive cooking experience designed to help families explore new foods together. The website features attribute-based filters, contextual videos, and interactive recipes with step-by-step instructions for parents and kids. This approach resulted in increased brand engagement and positively influenced purchasing decisions.

**Question:** How did Click Here Labs help Ulta Beauty engage with their audience through the Trading Faces campaign?

**Answer:** We created the Trading Faces website for Ulta Beauty, allowing users to virtually apply makeup combinations to uploaded photos of themselves. The site featured custom front-end work, including a Model View Controller framework and iOS physics-based scrolling. The campaign resulted in significant YouTube views and direct revenue through click-throughs to Ulta.com.

**Question:** How has Click Here Labs helped businesses in the construction industry improve their online presence?

**Answer:** We implemented a WordPress Genesis framework for flexibility and future growth, resulting in immediate organic search traction. We also created a state-of-the-art digital platform for obtaining roofing quotes and purchases, featuring a 3D visualization tool and integrated scheduling system. This innovative approach led to a 504.6% surge in keyword rankings and a 450% increase in website leads.

**Question:** What experience does Click Here Labs have in creating engaging digital campaigns for food and beverage brands?

**Answer:** We have extensive experience in the food and beverage industry, working with brands like Dr Pepper, 7UP, and NatureSweet Tomatoes. For Dr Pepper, we created the "Pick Your Pepper" campaign, which included a GIF engine allowing users to create custom content. This campaign outperformed key competitors in sales and achieved high engagement rates. For 7UP, we developed the innovative Digital Bartender web app, allowing users to mix drinks without traditional measuring tools. For NatureSweet Tomatoes, we created an animated campaign featuring unique characters, which was used across TV, digital, and social media platforms to tell the brand's story in a memorable way.

**Question:** How does Click Here Labs approach digital marketing for consumer packaged goods (CPG) companies?

**Answer:** Our approach to CPG digital marketing focuses on creating engaging, interactive experiences that boost brand awareness and drive sales. For instance, with Mott's Teachable Tastes project, we developed an interactive cooking experience designed to help families explore new foods together. The website features attribute-based filters, contextual videos, and interactive recipes. This approach resulted in increased brand engagement and positively influenced purchasing decisions. We also leverage innovative campaigns, like the Dr Pepper "Pick Your Pepper" initiative, to create unique customer experiences that set brands apart in the competitive CPG landscape.

**Question:** What solutions has Click Here Labs provided for clients in the sports and entertainment industry?

**Answer:** For clients in the sports and entertainment industry, such as Choctaw Casinos & Resorts, we focus on creating exciting and immersive digital experiences. We redesigned the Choctaw Casinos & Resorts website with a video introduction, scrolling and sticky navigation, and an interactive map to showcase their gaming and entertainment offerings. The new site, built on a custom WordPress solution using Amazon Web Services, allows for easy content updates and improved performance, enhancing the user experience for potential visitors looking for entertainment options.

**Question:** How has Click Here Labs supported non-profit and charity organizations in achieving their digital goals?

**Answer:** We've worked with non-profit organizations like Dallas Children's Advocacy Center and American Bible Society to improve their digital presence and further their missions. For Dallas Children's Advocacy Center, we completely overhauled their website, focusing on improved navigation, mobile responsiveness, and streamlined content management. This resulted in a more engaging,

user-friendly site that effectively communicated the organization's mission and services. For American Bible Society, we created the "Look Inside the Bible" website, designed to answer users' questions about the Bible, implementing robust search functionality and accompanying video content to enhance user engagement.

**Question:** What experience does Click Here Labs have in enhancing digital strategies for travel and tourism clients?

**Answer:** Our work with Choctaw Casinos & Resorts demonstrates our capabilities in the travel and tourism sector. We redesigned their website to create an exciting and intuitive user experience that showcases their casino locations, resort amenities, and entertainment offerings. The site features a video introduction, easy navigation, and an interactive map to help potential visitors plan their trips. Our solution also improved the site's performance and made content updates easier, allowing Choctaw to keep their digital presence current and engaging for tourists considering their destinations.

**Question:** How has Click Here Labs helped financial services and banking clients improve their digital customer experience?

**Answer:** We've worked with financial services clients like KeyBank and PlainsCapital Bank to enhance their digital presence and customer engagement. For KeyBank, we produced a series of 15-second social videos featuring financial tips presented through stop-action animation, which significantly outperformed projections for completed views. For PlainsCapital Bank, we developed a new website with greater flexibility and functionality, implementing the Umbraco CMS for easy updates. The site is fully responsive and optimized for all devices, providing a great experience for customers accessing banking services online.

**Question:** What innovative solutions has Click Here Labs created for aerospace industry clients?

**Answer:** In the aerospace industry, we've worked with clients like Raytheon to create cutting-edge digital presentations. For Raytheon, we developed an interactive capabilities presentation using React and custom animations. The presentation featured a simplified, visually striking design that stood out at trade shows. It included stylized videos and modular components that could be easily updated, all while maintaining strict security measures necessary in the aerospace and defense sectors. This innovative approach helped Raytheon effectively showcase its expertise and product range to potential government and private sector clients.

**Question:** How does Click Here Labs leverage technology to create effective digital solutions for tech industry clients?

**Answer:** For technology clients like FN America, we focus on creating digital experiences that highlight product features and technological innovations. We redesigned FN America's website to showcase their advanced firearms products, implementing features like 360- degree product views and a dynamic breadcrumb process for easy navigation. We also integrated e-commerce capabilities through WooCommerce for features like training-class purchases. Our approach combines cutting-edge web technologies with user-centric design to create digital platforms that effectively communicate the technical aspects of our clients' products while providing an excellent user experience.

**Question:** What strategies has Click Here Labs employed to enhance online engagement for cosmetics and beauty brands?

**Answer:** Our work with Ulta Beauty demonstrates our capabilities in the cosmetics and beauty industry. For Ulta's Trading Faces campaign, we created an interactive website allowing users to virtually apply makeup combinations to uploaded photos of themselves. The site featured custom front-end work, including a Model View Controller framework and iOS physics-based scrolling. This engaging, interactive approach resulted in significant social media engagement, high YouTube views,

and direct revenue through click-throughs to Ulta.com. Our strategy focuses on creating immersive, personalized digital experiences that allow beauty brands to showcase their products in innovative ways.

**Question:** How does Click Here Labs approach e-commerce integrations for clients with existing platforms?

**Answer:** Our approach to e-commerce integrations is tailored to each client's specific needs and existing systems. For example, with Combat Corner, we implemented a combination of WP Engine Atlas and BigCommerce Blueprint to maximize performance and front-end customization. This strategy allowed us to enhance their e-commerce experience without disrupting their established workflow. The result was a robust platform primed for future expansion, featuring sub- second page load times and significant improvements in SEO, conversions, and revenue. Similarly, for FN America, we integrated WooCommerce into their redesigned website to refine features such as training-class purchases, demonstrating our ability to implement e-commerce solutions that align with unique business requirements.

**Question:** What strategies does Click Here Labs employ to ensure successful website redesigns?

**Answer:** Our website redesign strategy begins with a thorough discovery phase to understand the client's goals, target audience, and industry challenges. For instance, in the Dallas Children's Advocacy Center redesign, we conducted stakeholder interviews and facilitated workshops with personnel from 20 different departments to align on goals and expectations. We then develop a vision rooted in a guiding principle, such as "kindling hope and accelerating the path to care" for the Dallas Children's Advocacy Center. Our redesigns focus on improving user experience, as seen in the Choctaw Casinos & Resorts project where we implemented scrolling and sticky navigation, and an interactive map to enhance usability. We also prioritize mobile responsiveness and performance optimization, as demonstrated in the Gunner Roofing redesign which led to immediate organic search traction.

**Question:** How does Click Here Labs integrate advanced features and technologies in website redesigns?

**Answer:** We leverage cutting-edge technologies and features to enhance website functionality and user experience. For example, in the Gunner Roofing Estimator project, we integrated a 3D visualization tool, allowing customers to view and select roof colors on a model of their home. We also implemented an online scheduling system and integrated DocuSign for seamless documentation. For PlainsCapital Bank, we incorporated background videos to add depth and motion to the design. In the Combat Corner project, we used the Atlas Content Modeler for intuitive data structuring. These examples showcase our ability to integrate advanced features that not only improve user experience but also drive tangible business results.

**Question:** How does Click Here Labs approach the challenge of improving site performance during redesigns?

**Answer:** Improving site performance is a key focus in our redesign projects. For Combat Corner, our redesign resulted in remarkable performance improvements, including sub-second page load times, a 328% improvement in First Contentful Paint, and a 604% improvement in Speed Index. We achieved this by leveraging technologies like WP Engine Atlas and optimizing the front-end. Similarly, for the Choctaw Casinos & Resorts redesign, we implemented a custom WordPress solution on Amazon Web Services, significantly improving site speed and stability. These examples demonstrate our commitment to not just aesthetic improvements, but also to enhancing the technical performance of the websites we redesign.

**Question:** How does Click Here Labs ensure that redesigned websites align with clients' business objectives?

**Answer:** We align our redesign efforts closely with our clients' business objectives through a collaborative process. For Gunner Roofing, we focused on showcasing new business lines, improving search visibility, and highlighting their customer service reputation. This targeted approach led to immediate organic search traction and improved customer engagement. In the case of FN America, we streamlined navigation around product categories and user personas, making it easier for customers to find products and locate dealers. For the American Bible Society, we created a redesigned site focused on answering users' questions, which continues to provide valuable insights into user interests. These examples show how we tailor each redesign to meet specific business goals, whether it's increasing sales, improving user engagement, or enhancing brand communication.

**Question:** How can we make our website more user-friendly and visually appealing?

**Answer:** We can help you redesign your website with a focus on user experience and modern design principles. For example, we helped Gunner Roofing create a fresh, easy-to-navigate site that improved their search visibility and highlighted their customer service. Check out the case study at https://clickherelabs.com/work/gunner-roofing/

**Question:** Our e-commerce site is outdated. How can we improve it?

**Answer:** We specialize in modernizing e-commerce platforms. For instance, we helped Combat Corner Professional transform their BigCommerce site, resulting in improved performance, SEO, and user experience. Learn more at https://clickherelabs.com/work/combat-corner/

**Question:** We need to create engaging social media content. Any ideas?

**Answer:** Absolutely! We can create eye-catching, animated social media content that resonates with your audience. For KeyBank, we produced 15-second stop-motion animation videos featuring financial tips, which garnered millions of impressions. See the details at https://clickherelabs.com/work/keybank/

**Question:** How can we make our website more interactive and engaging?

**Answer:** We can add interactive elements to your site to boost engagement. For example, we created a 3D visualization tool for Gunner Roofing that allows customers to see how different roof colors would look on their homes. Check it out at https://clickherelabs.com/work/gunner-roofing-estimator/

**Question:** We want to improve our website's performance and SEO. How can you help?

**Answer:** We can optimize your website for better performance and search engine rankings. In the Combat Corner project, we improved Core Web Vitals significantly, leading to better SEO, conversions, and revenue. Find out more at https://clickherelabs.com/work/combat-corner/

**Question:** How can we create a unique digital experience for our customers?

**Answer:** We specialize in creating unique, brand-centric digital experiences. For NatureSweet Tomatoes, we designed an experiential website with animated elements and engaging storytelling. See the case study at https://clickherelabs.com/work/naturesweet-tomatoes-website-redesign/

**Question:** We need help with our digital marketing strategy. What services do you offer? CopyRetry

**Answer:** We offer a wide range of digital marketing services, including brand strategy, analytics, SEO, online advertising, and email marketing. Learn more about our strategic approach at https://clickherelabs.com/services/strategy/