

Business Characteristics

- Type: Upscale Tanning Salon
- Geographical Coverage: Los Angeles, CA
- Target Audience: Tanners
- Value Proposition: Latest Tanning Technology & Luxurious Amenities

Business Overview

This tanning salon is located in the heart of LA and caters to both beginning and experienced tanners with a variety of the latest tanning equipment. Having recently changed ownership, the existing website needed to be recreated to accurately reflect current business characteristics and provide access to edit prices and specials.

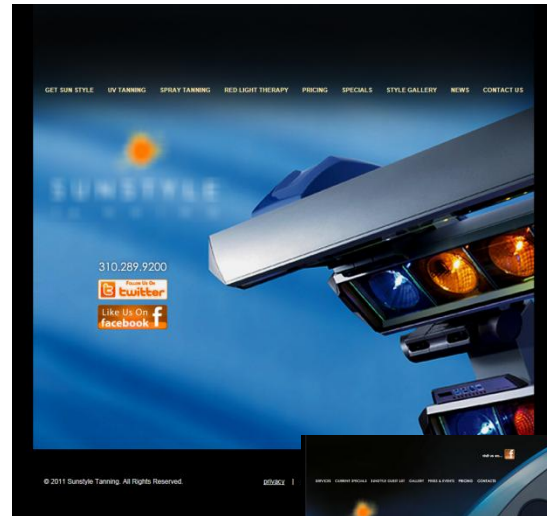
The existing website was built using Flash which increased load time and limited the amount of content available to be indexed by search engines. Interior pages contained awkward scroll boxes that made the information difficult to find.

DirectiveGroup created a new HTML site with custom backend access to frequently changed information. The revised site architecture allowed the search engines to index the existing content, and made information easier for visitors to find, and featured the client's value propositions more prominently. The new website also better supports social media marketing efforts with news, links and a twitter feed.

Website Objectives

- 1) Deliver ROI with a website that would convert leads into customers.
- 2) Revise content that effectively attracts and converts leads.
- 3) Develop a custom backend to allow updates to prices and specials.
- 4) Create a gallery to feature location style and amenities.
- 5) Support social media marketing efforts.

Homepage After



Interior Page After

