

Business Characteristics

- Type: Tanning Bed Finance
- Geographical Coverage: Nationwide
- Target Audience: Tanning Salon Owners
- Value Proposition: A Division of the Manufacturer, Supports Popular Tanning Bed Purchases for Small Business Owners

Business Overview

As a division of a popular tanning bed manufacturer, this company provides affordable and convenient financing options for tanning salon owners purchasing their beds. Few banks are willing to finance tanning bed equipment purchases, by offering financing within the same company, this client makes obtaining and upgrading equipment easy and convenient.

The existing website was outdated and lacked an intuitive structure. Additionally, the client wanted to integrate a new online finance application process and feature it throughout their website. An updated site was created with a more logical structure, optimized content, and features that liked to the new online application process.

Website Objectives

- 1) Deliver ROI with a website that would convert leads into customers.
- 2) Revise content that effectively attracts and converts leads.
- 3) Link to new online application process.

Homepage After

