

Business Characteristics

- Type: Refurbished Tanning Bed Sales
- Geographical Coverage: Nationwide
- Target Audience: Tanning Salon Owners
- Value Proposition: A Division of the Manufacturer, Sells Factory Reconditioned Tanning Beds

Business Overview

As a division of a popular tanning bed manufacturer, this company provides an affordable alternatives to purchasing tanning beds new. Since the beds are examined and refurbished by the factory, customers can count on the quality and durability of the equipment.

The existing website had a dysfunctional search for available units leaving only the list all page for browsing products. The client needed to revamp the website to include more information, a workable search function, while maintaining the backend access to product information.

DirectiveGroup redesigned the site to include a custom backend, added an easy-to-edit specials feature, and revised content to attract leads and convert them into customers.

Website Objectives

- 1) Deliver ROI with a website that would convert leads into customers.
- 2) Revise content that effectively attracts and converts leads.
- 3) Create custom backend functionality for product maintenance.
- 4) Build search functionality that allows visitors to access product information easily.

Homepage After

