

BIRDIES & BOWS WEBSITE REDESIGN

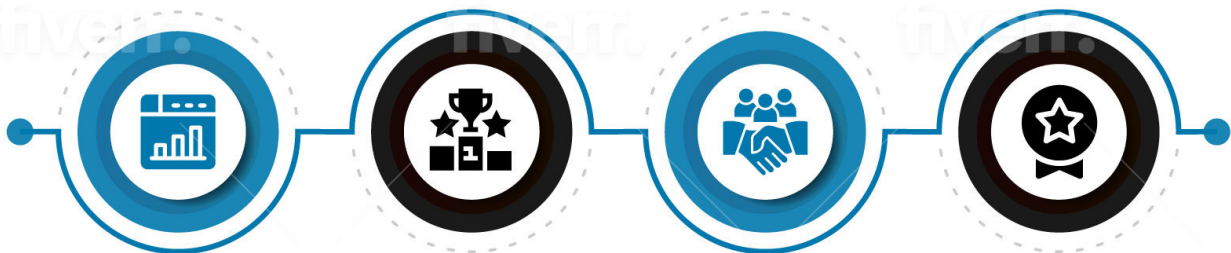
CASE STUDY : BIRDIES & BOWS WEBSITE REDESIGN

CLIENT OVERVIEW



Birdies & Bows is a premium golf apparel brand that offers stylish, high-quality products designed for golf enthusiasts who value both performance and fashion. The company caters to a growing market of golfers seeking apparel that blends functionality with a luxury aesthetic.

CHALLENGES/GOALS



Website Redesign
The existing website was outdated, with issues related to user experience (UX), SEO performance, and mobile responsiveness.

Improved SEO Rankings
They were being outranked by competitors in key search terms, reducing their visibility and conversions.

Enhanced Customer Engagement
The site needed to engage visitors with better product displays, customer reviews, and loyalty programs to encourage repeat purchases.

Exclusivity & Luxury Appeal
Birdies & Bows wanted to communicate a luxury brand experience that aligned with their high-end products.

SOLUTION IMPLEMENTED

Avenue180 redesigned the Birdies & Bows website to address both functional and branding needs

Custom Website Redesign
• Developed a fresh, clean design that emphasized Birdies & Bows' luxury and exclusivity. The homepage was restructured to prioritize key products, customer reviews, and luxury brand messaging.
• Focused on above-the-fold content placement to immediately capture user attention and reduce bounce rates.
• Ensured that all product images were uniform in size and quality, providing multiple angles for each product to enhance the user experience.

Technical SEO Optimization
• Conducted a technical SEO audit to identify over 100 onsite issues, including problems with title tags, H1 tags, and product descriptions.
• Optimized the site's SEO to improve rankings for key search terms, such as "luxury golf apparel" and "high-end golf fashion," helping the brand compete with industry leaders.
• Updated structured data markup to enhance how Birdies & Bows' product listings appeared in search engine results, leading to higher click-through rates.

Customer Engagement Features
• Added customer review systems directly on product pages to boost social proof and increase conversions.
• Implemented a loyalty and rewards program, encouraging repeat purchases and increasing customer lifetime value.

Mobile Optimization
• Designed the website to be fully mobile-responsive, ensuring that users had an optimal browsing experience on all devices.

RESULTS/IMPACT

01 Increased Website Traffic
After the redesign and SEO optimization, Birdies & Bows experienced a 35% increase in organic search traffic, improving visibility and attracting more potential customers.

02 Improved Conversions
The addition of product reviews and enhanced product displays led to a 20% increase in conversion rates.

03 Higher Engagement
The loyalty program and product reviews encouraged higher engagement, with customers returning more frequently and spending more per visit.

04 Enhanced SEO Rankings
The technical SEO improvements and keyword optimizations resulted in a significant improvement in search rankings, leading to more traffic from high-intent keywords.

Testimonial

"Avenue180 completely transformed our website. The new design not only looks incredible, but it's also helping us rank better on Google and engage our customers in ways we couldn't before."

— [Client Representative], Birdies & Bows