

**CASE STUDY**  
**Website Redesign**

**Fine Mosaic Artist Embraces eCommerce**

# MOSAIC ARTS

*More Fun than serious. More Real than Expressionistic.*



## The Overview - Reinventing a Brand

Mosaic Arts is reinventing the art buying experience through technology, better design, and a focus on art collectors. In 2019, she decided to reinvent the digital art experience.

In the cutthroat world of B2C (business to consumer) services, it's fast, smart and simple solutions that rule the land. That's exactly what our client MOSAIC ARTS provides for consumers around the world. So when they realized having their artwork posted on SMUGMUG and lack of a website selling process created a disconnect in their marketing, we were there to help.

### Our Contributions – Key Strategies Implemented

Content Strategy	eCommerce
Product Road Mapping	Quality assurance
Target Buyer Research	Analytics
Website Design	Ongoing site optimization
Branding	Manage Business and Sell online
Keyword Research	Mobile Responsive design
Content Management System	eMail PopUps

As MOSAIC ARTS rebranded their company, Hit-the-Web Marketing created their new logo, to build a foundation for the brand's entire marketing structure. This top-to bottom website design relies on content and responsive functionality to embody the client's mission: "More Fun than Serious. More Real than Impressionistic."

After a search for the right partner, by referral they chose Hit-The-Web Marketing to design and engineer a new digital platform that could respond to mosaic art collectors needs and behaviors. Based on an analysis of their website and revenue, Hit-The-Web Marketing recommended they prioritize and rethink their art buying experience in order to rank organically, improve conversion rates, increase repeat visits and improve mobile engagement rates. The artist needed a means to manage her artwork business online.

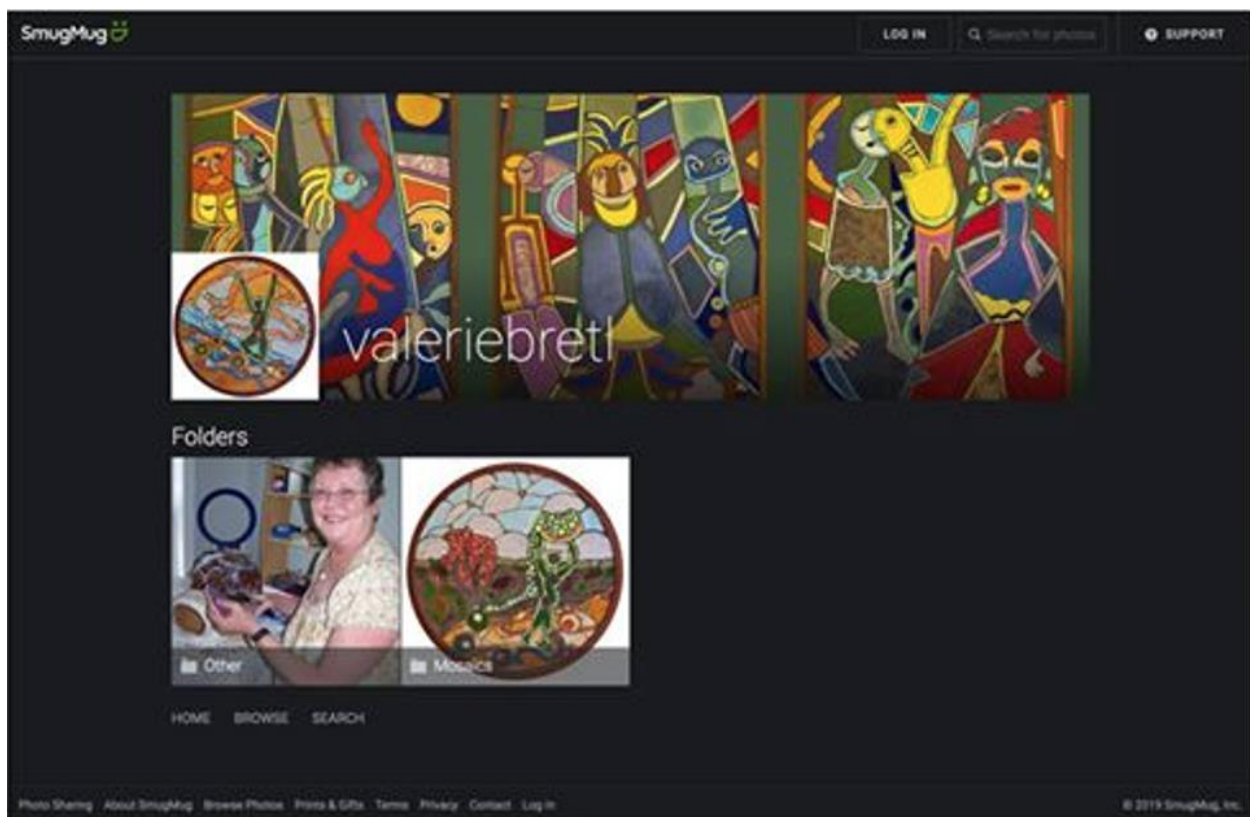
## The Problem



Before getting involved, our client's online presence was a photo-sharing service popular among professional photographers. The software allows you to upload proofs and final edits into a gallery that you can then send to your clients so they can pick their edits or order prints.

The gallery for MOSAIC ARTS was not getting any visibility online, there were no product descriptions and no optimization of any kind. It was not clear how to actually purchase the artwork through this platform.

This approach did not create a brand and it certainly didn't reflect who they were anymore. This site was no profit center, and didn't quickly address customer needs.



There was no way to tell if there was any traffic but if there were it Not only was it difficult to navigate through their product portfolio, but when users found what they were looking for, lack of descriptions and artist's journey to its creation didn't help evoke emotion toward any of the products.



As a result, their visitor rate and conversion rates were suffering, ultimately hurting their bottom line.

In this case, the best choice the client had was to hire outsiders to put themselves into the buyer's journey and rethink the website impartially. That helped to focus on pain points and user experience, without the temptation to clog the site with unnecessary details.

So, Hit-the-Web Marketing focused on streamlining and simplifying with a new, rebranded website that used recrafted messaging and WordPress and eCommerce tools to improve lead-flow.

The artist owns two storefronts; one in RI and one in FL; splitting her time to the northeast during summer May to October, and to the south during October to May. This contributes to the challenge of getting foot traffic to each gallery; thereby needing the website and online marketing to drive traffic both online and offline.

Another contributor to the foot traffic challenge is the gallery in the northeast is off the walking tours of Bristol.

## Goals and Objectives

1. Get traffic to website
2. Get traffic to local storefront
3. Provide an easy way to purchase online
4. Provide an easy way for business owner to manage her online business
5. Create an emotion-evoking experience for collectors through descriptions of each art piece.
6. Build Branding
7. Improve lead flow
8. Increase lead capturing
9. Improve optimization
10. Improve use of social media
11. Engage with art collector to stay in touch. If they don't buy today, what will they buy in the future?

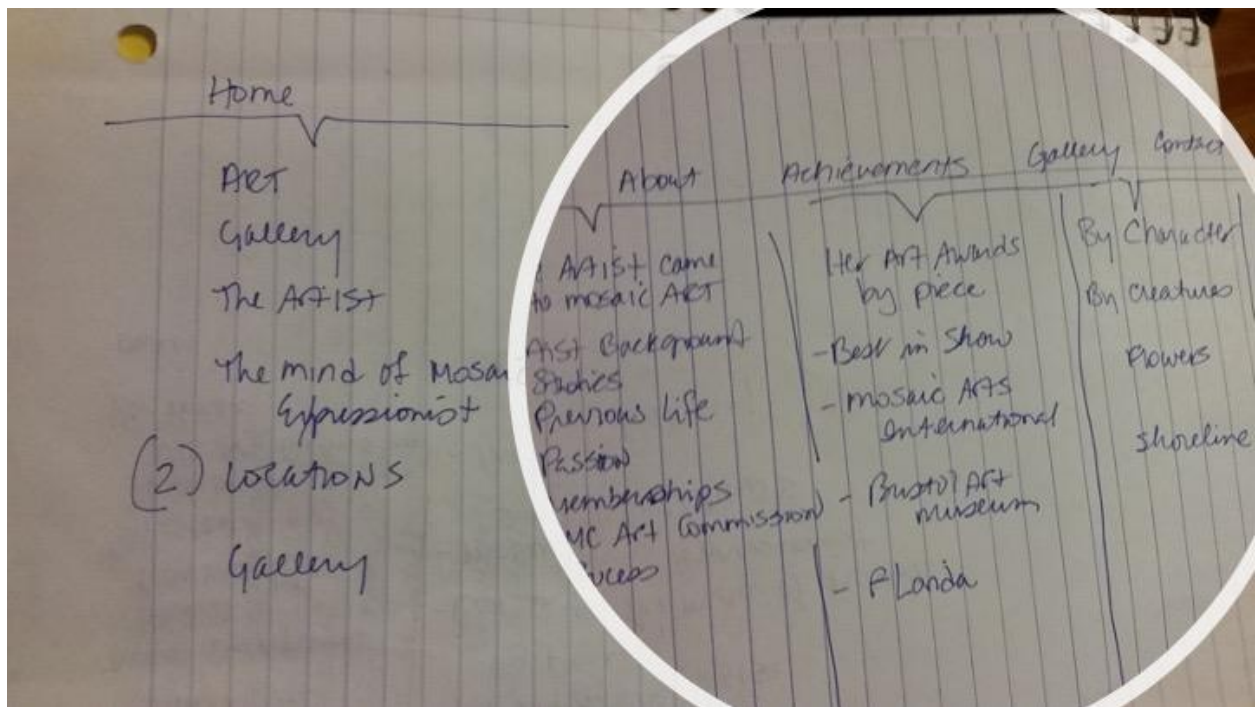


## The Process

The best way to start cooking up anything new is by taking a look at your ingredients with a content audit. Non-existent URL mapping, a non-existent site map, and lack of content were hurting their SEO rankings.

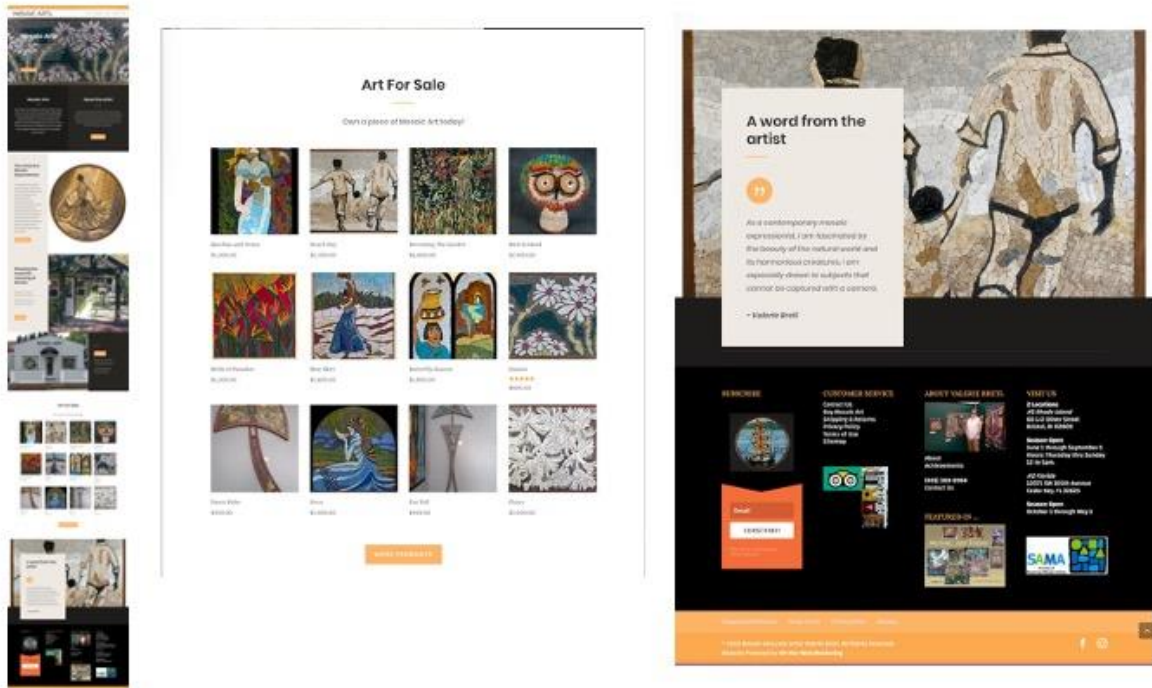
We began by performing a content audit which gave us a clearer picture of what we needed to create and design.

Wireframes were the next step, to define information hierarchy, plan layouts, map an efficient navigation flow and create functionality based on how we wanted users to process the information. The research we found about how art collectors find art had a big impact on how we arranged the content and navigation.



We started simply by mapping out user navigation on our whiteboards, then sketching how functionality would work.





By leveraging WordPress Divi Elegant theme and WooCommerce for the site, we gave our client a tool for easy content editing when our work was done. This fulfilled our promise to ensure the client was empowered to change their website when they needed to, preventing it from ever hurting their business down the road.

Once we decided to utilize the WordPress Divi Elegant theme and WooCommerce Tools for ease of future editing, we manipulated the menu structure to easily style it as needed. Creating a simple navigation in multiple places allows the user to get where they need to in three clicks or less, no matter where they are.

“One of the unique challenges with the project was integrating all the different elements and perspectives of the clients project to intermingle as a mesh of content,” said Carol Scalzo, CMO of Hit-the-Web Marketing. “The content, sitemap strategy, and the objective of the website was really to understand where you ‘were’ in the website at any given moment.”

Style tiles provided an early opportunity to explore how the client’s new brand colors would interact with such design elements as buttons and photography. We used these to translate the brand’s visual assets (logo, color, fonts) into a digital format. Finally, we created high fidelity design comps based on wireframe and style tile feedback for quick approvals with very few edits.





As the site's design came into focus, our content team got to work creating an entirely new brand voice. The first step of this process was working with the client to create 20-page shopping cart to develop a new tone of voice (TOV) with defined content creation processes. Not only did the guide serve as an outline for website content creation, it set their marketing team up for future success by clearly explaining how to recreate the new brand tov.

Our next challenge was to recraft 20 products with new content to support the buyer's journey in the new conversational but professional TOV. We started by **researching what is important to art collectors** and then began content creation by working with the artist to tell her story to help evoke emotion from potential art collectors. Research shows art collectors want to know the artist; their achievements, pieces that bring awards, the story behind each piece that brought the artist to create it and what it means to her.

The client helped to identify individual product goals, outdated or missing information, common buyer concerns, competitive advantages and the little details that helped us to craft a story on every page.

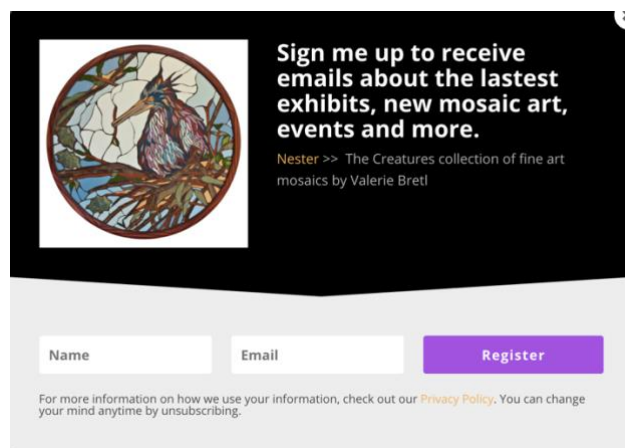


With every meeting, the pages were constantly being merged, added, and deleted, as we helped the product manager think critically about the online goals, their customer's pain points and the buyer's journey.

When writing began, we organized the content, design page templates and focus on the buyer's journey. Not only did it organize information into easily-understood pieces, this template approach streamlined our content creation process, allowing us to write 20 pages of unique content in about a month.

As the content started to flow, development kicked into high gear, using WooCommerce and WordPress Divi to turn design elements into interactive resources. With the same program, we developed buyer persona logic that allowed us to feature content on nearly every page, based specifically on the known needs of the user.

We added a pop-up to Mosaic Art's homepage. Most of my clients are immediately annoyed by them and ask me to take them down. Valerie was no different. But when I explained how well they work to generate leads that she can then nurture into clients and how many she received the first week this website launched, she went with it.



## The Product

Our client's success is built on providing the most responsive service in their industry. So we created responsive solutions to showcase persona-based content.





Throughout this project, we leveraged the buyer's journey and inbound funnel to build a foundation for the client's online success and fuel the marketing inbound efforts:

- A Lead Capture email Popup Tool Increased conversions
- A well-designed navigation and sitemap drastically improved user experience and indexing by search engines for organic ranking.
- Multiple conversion options on each website page, including a contact us form page accessible from any page.
- Crafting content for each one-of-a-kind artwork piece 20 unique new pages with original images is now helping MOSAIC ARTS to rise in search engine rankings, which will lead to a rise in revenue and business growth.
- Well layed out content makes it easy to find and understand MOSAIC ARTS products.
- Every product now has it's own strategic focus, with a cohesive design and tone that embodies the new brand.

**To make purchasing easier** we focused on arranging written, graphic and visual content into well-organized web pages. We made content easy to access, navigate and understand. We developed this website with the intent to sell products online, keeping expectations of art collectors in mind.

## The Impact

Today, visitors to [MOSAIC Arts website](#) get a customized B2C consumer experience and persona-base content that matches the client's new brand both contextually and visually. They get anywhere on the site in under 3 clicks, with multiple opportunities to convert, no matter where they are.

Our client is now better serving their customers, by easily updating their own content in the WordPress WooCommerce platform as their product offerings expand.

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The email PopUp. **Not everybody that comes to your website is going to buy on the spot.** So we knew we couldn't treat them all that way. We start by asking for their email. Start a relationship, nurture the relationship (send emails) and then get the sale.

Kudos to our Client. The client was very engaged in this project which helped move it along. She came to us in the beginning of May of 2019 and was looking to have a website ready for her gallery opening which is normally May 15<sup>th</sup>. Simple websites, not ecommerce websites, usually take 2-3 months. Because of her willingness to work closely with us and provide the content as we requested, the details were in the compelling and emotion-evoking product descriptions, the website launched in 1.5 months. This is very unusual but was a joy because of her participation and engagement in this project. She treated us as trusted advisors, loved the way her new website portrays her as an artist, and the way the website displays her fine mosaic art.

