



Carol Hagan

ECOMMERCE WEBSITE REDESIGN
BIG STORM CASE STUDY

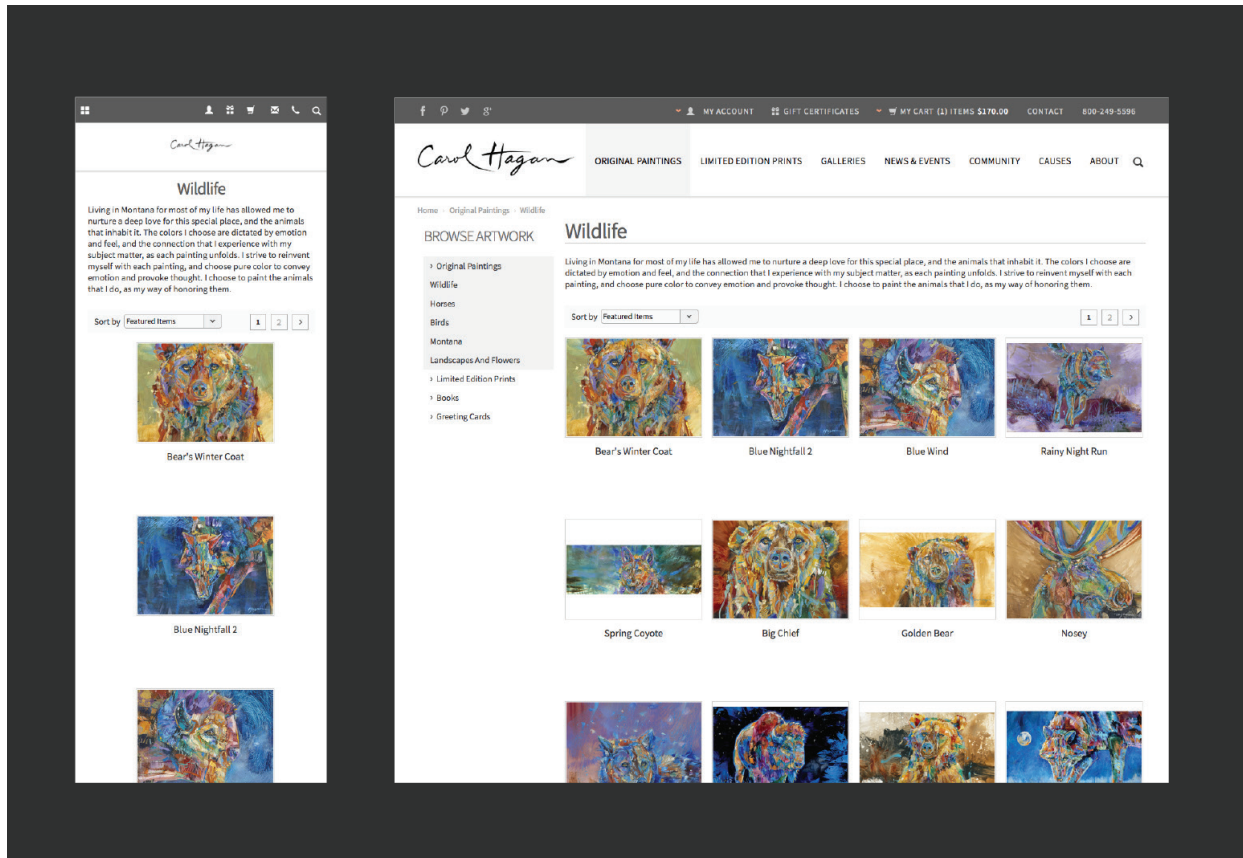


eCommerce Website Redesign for Montana Artist

Carol Hagan is a Montana artist whose 15-year-old website was in need of a refresh. Her existing website looked straight from 1995 and was not a stylish or effective showcase for her work. Additionally, the previous website did not include an eCommerce component, so Carol found herself spending her free time fielding phone calls and taking orders instead of painting.

A FRESH PALETTE

OUR APPROACH



Big Storm worked closely with Carol to design and develop a clean, minimalist website that put her artwork and its vivid colors at the forefront, without overwhelming website users. We used BigCommerce to create an eCommerce-ready website, to make it easy for her customers to order prints and greeting cards effortlessly, and to allow Carol to spend more time painting instead of fulfilling orders.

A WORKING CANVAS

HOW WE HELPED

Our marketing team provided website training for Carol and her staff in editing and maintaining the website, creating content, blogging, and social media marketing. This allowed her to maximize her reach online and grow her business. We also took care of the search engine optimization, SSL certificate setup, website launch, artwork and content entry, and blog setup, among other details. We loved working with Carol, and continue to design, develop, and strategize for consumer-facing eCommerce websites like hers.

CAREFUL CURATION

WHAT WE DID



SEO

- Categorized products for better findability
- Optimized page titles and meta descriptions for better search engine optimization



Website Design

- Updated branding
- Created a cleaner, more minimalist interface to let Carol's artwork shine



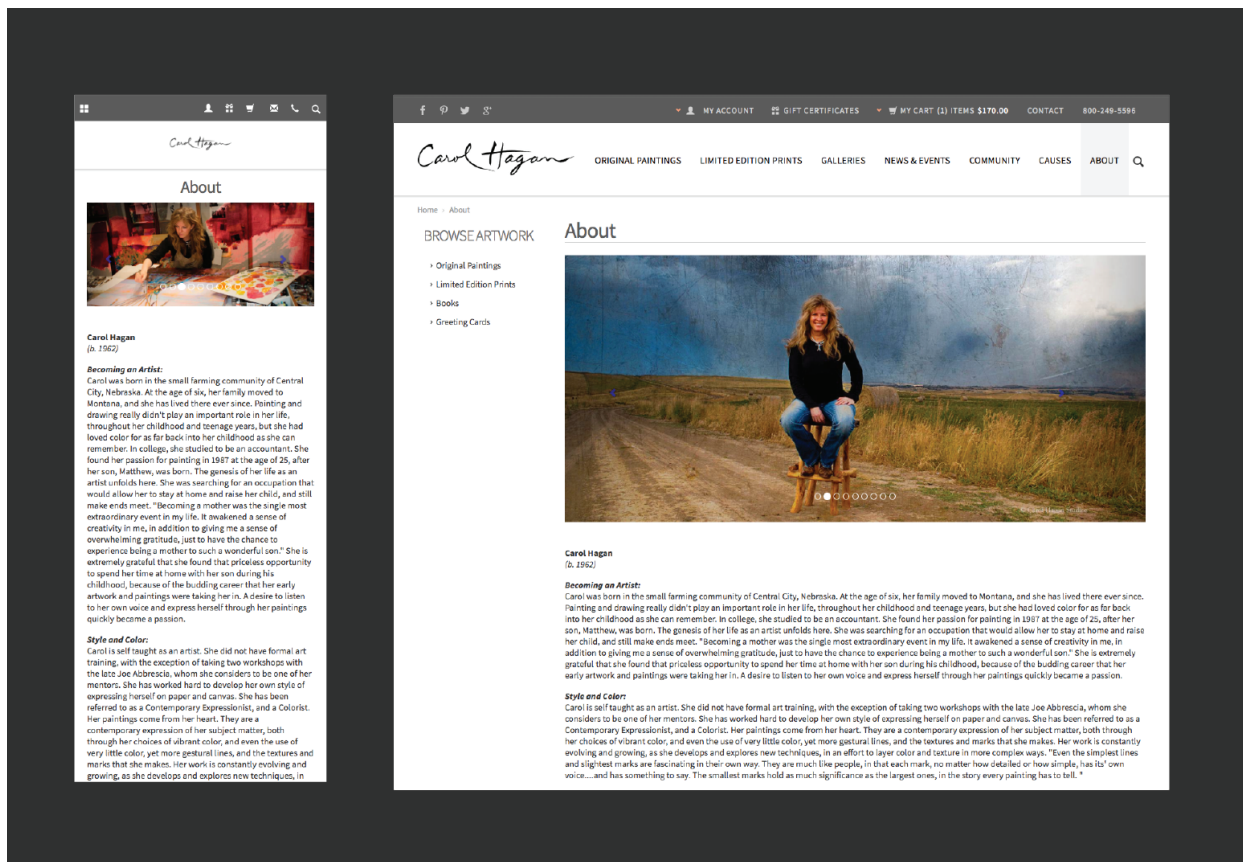
eCommerce

- Added the ability to sell products and take payments online



Editable

- Created a website that allowed the client to easily manage and update content and products herself



CAREFUL CURATION

WHAT CAROL HAGAN SAYS

"I am so pleased with the website that Big Storm created for my company. I felt like Drew and his team really listened to my needs that I expressed to them, for a website that was streamlined, efficient, and extremely easy to navigate. I was impressed with the innovative ideas that they had for marketing my work, and I was amazed at how quickly my new website paid for itself. Big Storm quickly took my business to the next level. I highly recommend Big Storm for all of your website and marketing needs."



Carol Hagan, Artist at Carol Hagan Studios



Big Storm LLC is a data-driven marketing company. Our goal is to be transparent, genuine, valuable, and profitable in the work that we do for ourselves, our clients, and the things we create. Responsibility for our agency's reputation, as well as our clients and partners; drives us to create lasting relationships that extend for years beyond the company boundaries. We aim to contribute to the marketing, web design, and analytics communities by being a positive influence on our industry. We focus on quality, empathy, generosity, honesty, hard work, and profitability; while maintaining a fun company culture.

CONTACT US

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