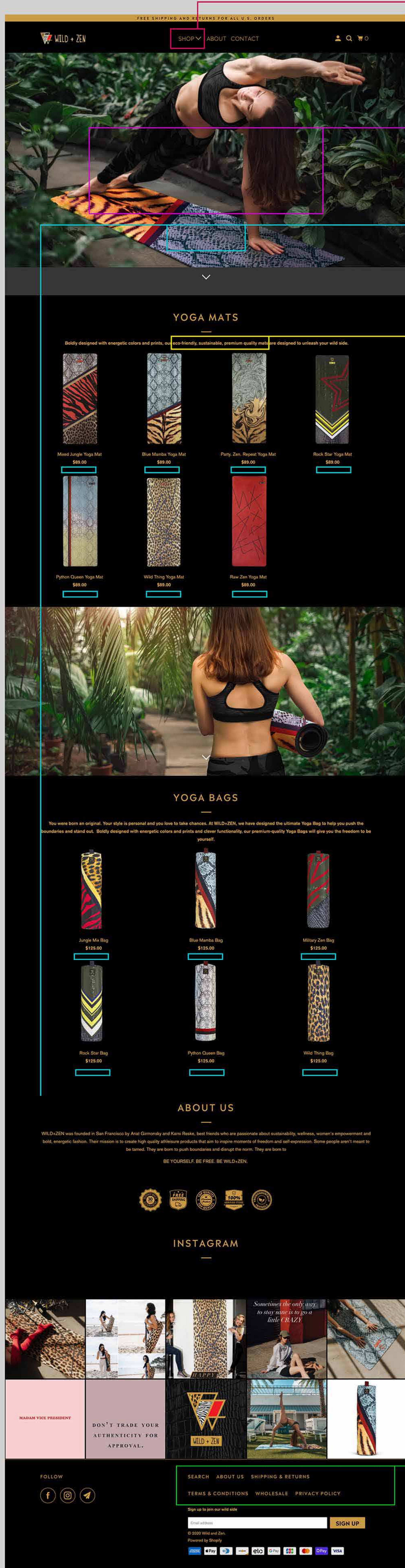


# WILD AND ZEN DIGITAL STRATEGY SITE & CONTENT



## Menu Items

There are only two items in this dropdown, so there really isn't a need to hide them at the desktop level. By displaying "Yoga Mats" and "Yoga Bags" or even just "Mats" and "Bags," the offerings of the brand would be more obvious to the casual visitor.

## Value Proposition

This part of the page is the perfect place to state the unique selling proposition. What makes the brand unique? Why should I buy from this brand and not any other? What do you do differently? These distinguishing factors should be stated clearly upfront so you don't risk a bounce.

## Call to Action

Users need to be told or shown what to do on a web page. Without clear direction, they will leave. What may be obvious and clear to you may be opaque and confusing to newcomers, so it's important to be explicit. A button with a simple, specific, product-driven call to action would work ("Find Your Mat", etc).

This includes where products are listed.

## Product Details

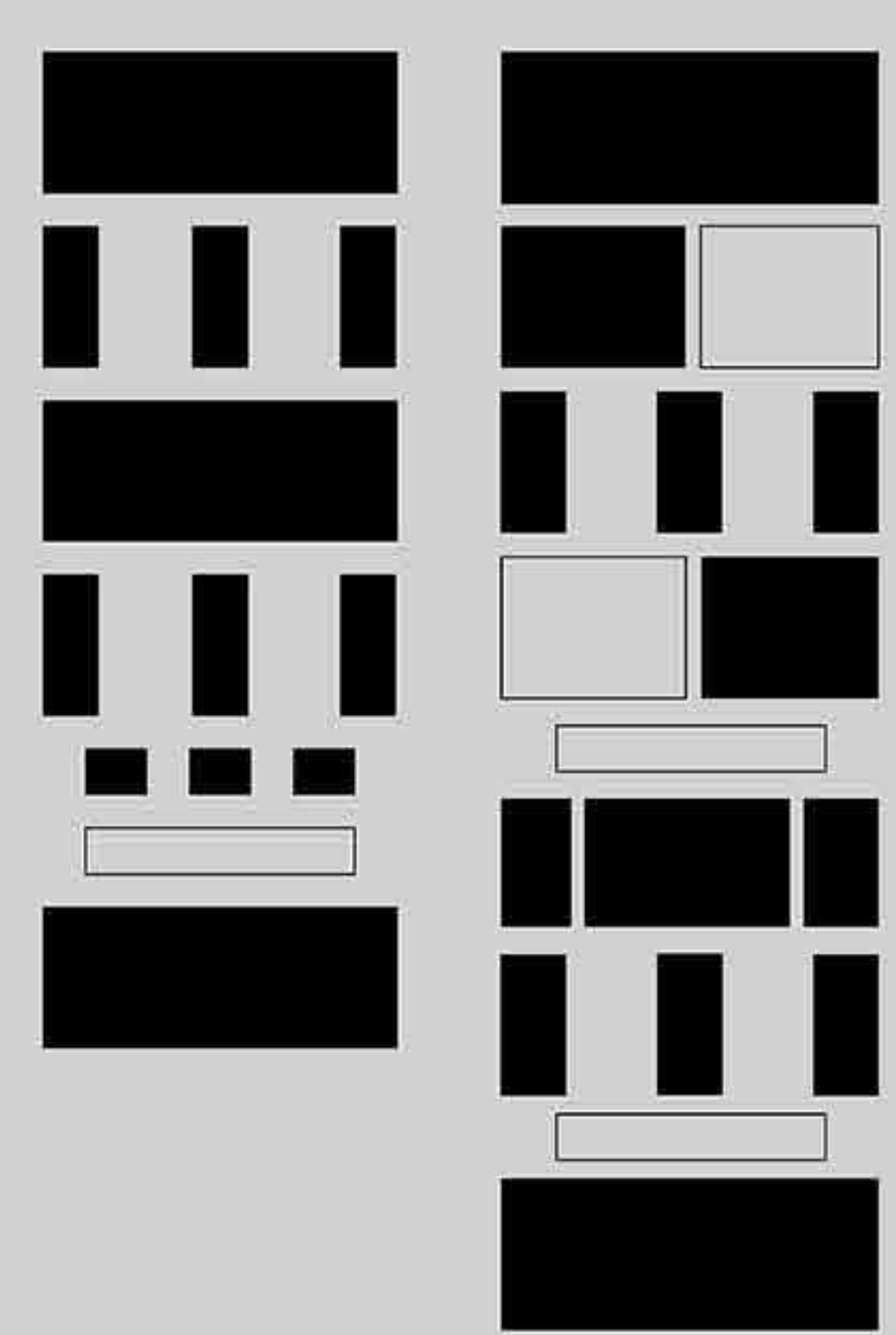
Until explained, these are just claims without evidence. In the era of instant fact-checking via smartphone, err on the side of more explanation rather than less. How is it eco-friendly? What does premium quality mean for a yoga mat?

If we can show the answers visually, that's great. If not, in bullet points or short-form copy works best since most users scan the page rather than read every detail.

## BLIND SPOTS

Without concrete information on the product and the brand, it can be difficult to make a sale. The detail already exists on the product page, it's just about moving it to the front page. Consider adding some of the following sections to the homepage, or a landing page.

- ◆ **FEATURED PRODUCT**  
Only 13% of site users make it past the homepage. Let's move some of the concrete product info from the product pages to the homepage, and convince them to stay.
- ◆ **FEATURED COLLECTION**  
Instead of displaying all items with no curation, make mini-collections and feature these groupings. It's an easy way to distinguish items.
- ◆ **SHOP BY STYLE/PRINT**  
Some people really like leopard print. What if they could shop only items with leopard? Bags and mats? This could be applied across all the products.
- ◆ **REVIEWS/SOCIAL PROOF**  
The best referrals come from friends. Second best, reviews. Don't hide happy customers from new ones. Choose a review or two to feature on the homepage.
- ◆ **LAYOUT**  
Consider varying the layout from section to section. By changing the layout, you can make the page longer without making it feel repetitive.



## ADVERTISING CONTENT

Good ads feature the product. Great ads feature the benefit. In 2021, we'll have the added complexity of 'authenticity.' We need ads that show real people interacting in genuine ways that show how their lives have changed because of the product.

We can edit the raw images, or cut the video, and stitch it all together, but we'll need the content to be edited from you guys. When making content, first think, "What is the benefit of my product for the consumer?" Then, "How can I show or demonstrate that benefit?" Micro-influencers or plain old UGC are good inexpensive sources for authentic content.

## Footer Shopping

It's generally a good idea to include shopping links in the footer, otherwise when users reach the end of the page, they leave. Including links down