

SLIM'S PRESENTS

v1.0 and 2.0 website redesigns
project lead

CHALLENGE

Slim's and the Great American Music Hall, 2 live music venues in San Francisco, sought to transform themselves from old-school brick and mortar institutions, struggling to establish themselves online, to successful e-commerce businesses harnessing the power of responsive design, SEO and content to redefine their brands for a new era.

SOLUTION

To maximize traffic and exposure for both brands, I proposed bringing the 2 separate businesses together under a single banner, Slim's Presents, and driving all traffic to a single site. With mobile responsiveness in mind, I sought out an e-commerce ticketing solution that focused on conversion on both web and mobile. I focused on developing a slate of original content that capitolized on the assets of the company - access to talent. To ensure their events always ranked high in search, I refined SEO practices while also implamenting paid search campaigns.

RESULTS

The mobile responsive design and e-commerce implmentation resulted in a doubling of online sales revenue in just 6 months. On-site times and average pageviews increased and bounce rates decreased as consumers were engaged by original content and encouraged to browse through interest-based recommendations.

Revenue

99.87%



Ecommerce Conversion Rate

84.58%



Sessions

125.81%



Users

123.49%

