

## CASE STUDY

MacFarlane Pheasants launches a new website with a quick and easy checkout process

### EXECUTIVE SUMMARY

Prior to the release of Google's "Mobilegeddon" update in April 2015, the Search Engine Optimization (SEO) experts at Foremost Media alerted MacFarlane Pheasants that their Chicksquote.Pheasant.com website

would not pass Google's Mobile-Friendly Test. Bill MacFarlane, owner of MacFarlane Pheasants, agreed it was time for a mobile-friendly website redesign. In addition to being mobile-friendly, MacFarlane Pheasants also wanted to update the look and feel of the website and make the checkout process quicker and easier for their customers.

### ABOUT

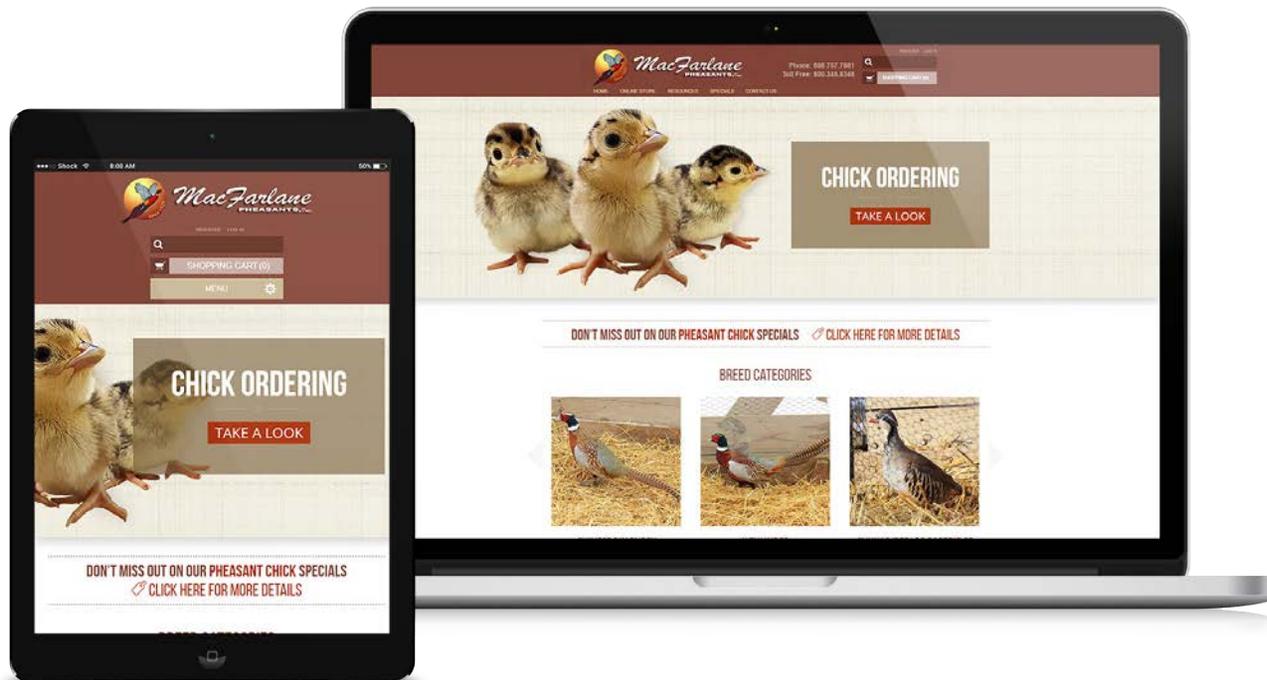
MacFarlane Pheasants, has been in the gamebird business since 1929 and has grown to be the largest pheasant producer in North America. With 87 years of experience, MacFarlane Pheasants works to produce and raise the best gamebirds on the market and provide customers with the best service after sale.

### CHALLENGES

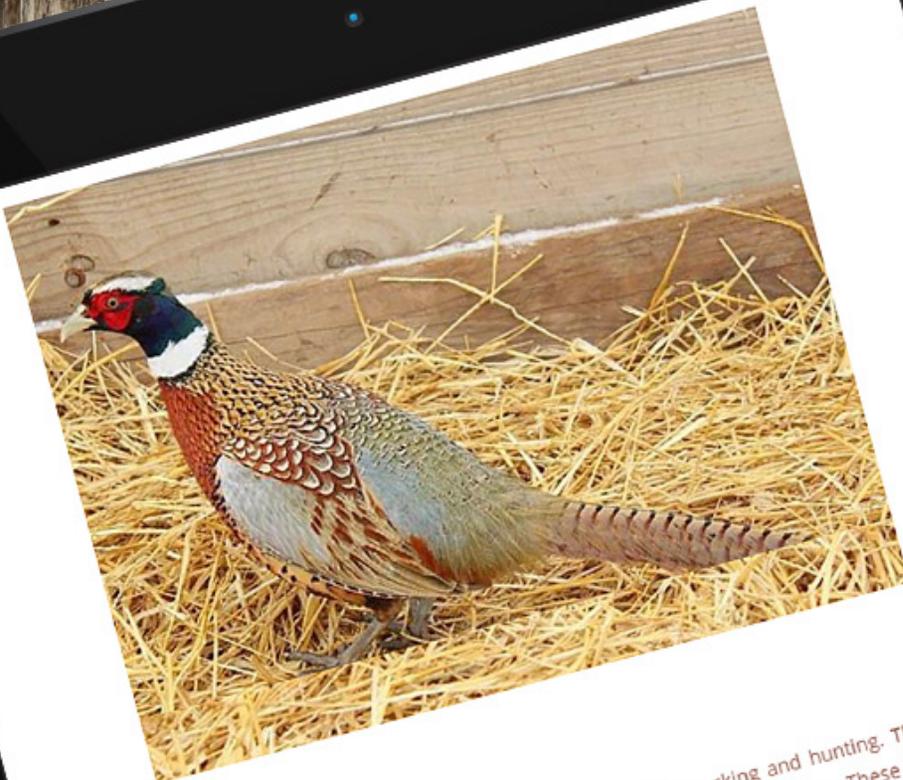
A full evaluation of the Chicksquote.Pheasant.com found that the current website design:

- Was not mobile-friendly.
- Was not user-friendly. (Most customers placed their orders via phone instead of online.)

As a result, MacFarlane Pheasants wanted a mobile-friendly, user-friendly design for the new Chicksquote.Pheasant.com website.



Before Redesign



The most popular of breeds, this pheasant is used primarily for stocking and hunting. The weight of the Chinese Ringneck at maturity is 2.7-3 lbs. for the cocks and 1.7-2.2 lbs. for the hens. These hardy birds adapt readily to the wild and are prized by sportsmen for their excellent flying ability and brilliant colors.

★★★★★ 1 review(s) | Add your review



## Hens - Chinese Ringneck

Availability starts on May 24, 2016

Hatch Weeks \*

QTY:  **ADD TO CART**

Quantity	Price
1	\$1.99
25+	\$0.99
50+	\$0.69
100+	\$0.50
200+	\$0.20
500+	\$0.15
1000+	\$0.1
3000+	\$0.1

As low as

## HOW WE HELPED

Foremost Media's Online Marketing team looked over the analytics to identify the poor conversions and site issues. Then compiled a list of MacFarlane Pheasants' top competitors in the gamebird industry and features from these websites that MacFarlane Pheasants wanted to include on the new Chicksquote.Pheasant.com, such as:

- Clean layout
- Product reviews
- Pre-orders
- Easy checkout
- Mobile responsive design
- Conversion optimization



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To include these features, Foremost Media redesigned the layout of Chicksquote.Pheasant.com to more effectively display available birds, hatch dates, and prices to prospective customers. The redesigned Chicksquote.Pheasant.com lets customers click the images of each bird for more details without excessive scrolling and features a high-resolution image carousel with directional buttons that prospective buyers can browse through before placing their order. The new website design also features color tones that complement the earth tones used by the previous version of the website. We also used white space and clean typography to create a strong hierarchy of segmented content and information to increase overall conversion rates.



## THIS IS A MAIN HEADLINE

Font: Bebas Neue Regular

## THIS IS YOUR SUBHEAD

Font: Open Sans Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Font: Open Sans Regular

Colors



Elements

### CHINESE RINGNECK

Estimated Hatch Date: Jan 1

PLACE ORDER



Hatch Weeks \*

QTY: 1 ADD TO CART

Quantity	25+	50+	100+
Price	\$1.99	\$0.99	\$0.69

Texture/Pattern





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## THE RESULTS

The redesigned Chicksquote.Pheasants.com website launched in January 2016. The 2016 chick season, (beginning in March), compared to the 2015 season showed that, post-launch, the redesigned Chicksquote.Pheasants.com website has generated:



- 111.5% more online sales
- 68.5% more website traffic
- 34.7% more organic search traffic
- 211.9% more social media referral traffic

The collage displays various parts of the MacFarlane Pheasants website. Key elements include:

- Homepage:** Features a 'CHICK ORDERING' banner with a 'TAKE A LOOK' button and a 'DON'T MISS OUT ON OUR PHEASANT CHICK SPECIALS' section with a 'CLICK HERE FOR MORE DETAILS' link.
- Product Listings:** Shows detailed listings for 'Chinese Ringneck', 'Hens - Chinese Ringneck', and 'Roosters - Chinese Ringneck', including quantity options (25+, 50+, 100+, 200+), prices, and 'ADD TO CART' buttons.
- Breed Categories:** A section titled 'BREED CATEGORIES' featuring images and 'PLACE ORDER' buttons for 'CHINESE RINGNECK', 'K THUNDER', and 'CHUKAR/REDLEG PARTRIDGE'.
- About Us:** An 'ABOUT MACFARLANE PHEASANTS' section with a chick illustration on a hand.
- Navigation and Footer:** Includes a top navigation bar with 'HOME', 'ONLINE STORE', 'RESOURCES', 'SPECIALS', and 'CONTACT US', along with contact information (Phone: 808.737.7881, Toll Free: 800.343.8348).