

Leads & Speed

# WEBSITE OPTIMIZATION

Cirque Quirk's website was doing well, but the client wanted to see an increase in lead generation, optimize the website to load more quickly, and provide a more detailed look at the performers, with photos. This required a multi-directional approach. The client saw an uptick in email inquiries, and the page referrals amounted to a 3rd of the total they received over three months.

## Goals Accomplished

- Generate more leads
- Showcase more images on each page that illustrate the breadth of performers and acts
- Optimize the website performance, and prevent changes that would increase load times.

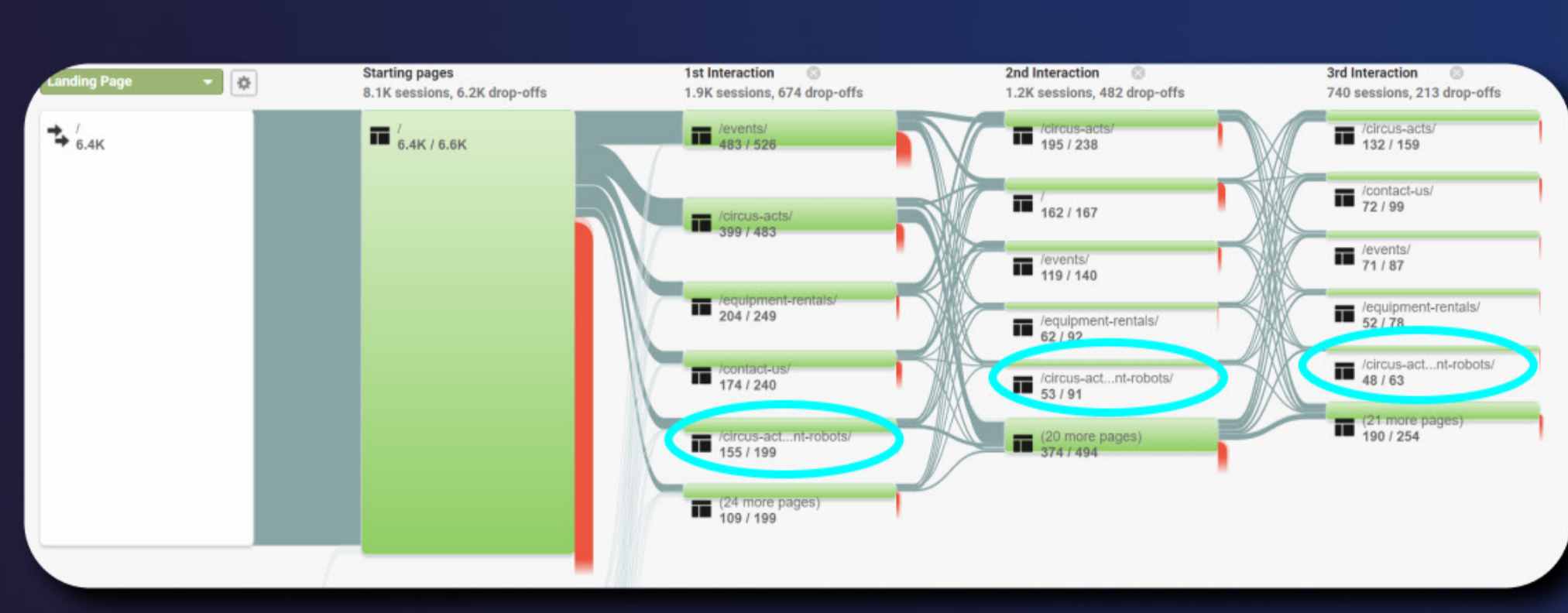


## LEAD GENERATION

I wanted to position any popular pages front and center, providing easy access to those pages leading to a quicker "contact" inquiry. Since the contact form on the "Contact Us" page asked for information about an event upfront, this contact form served a different purpose.

### 1. Analyzing Page Performance

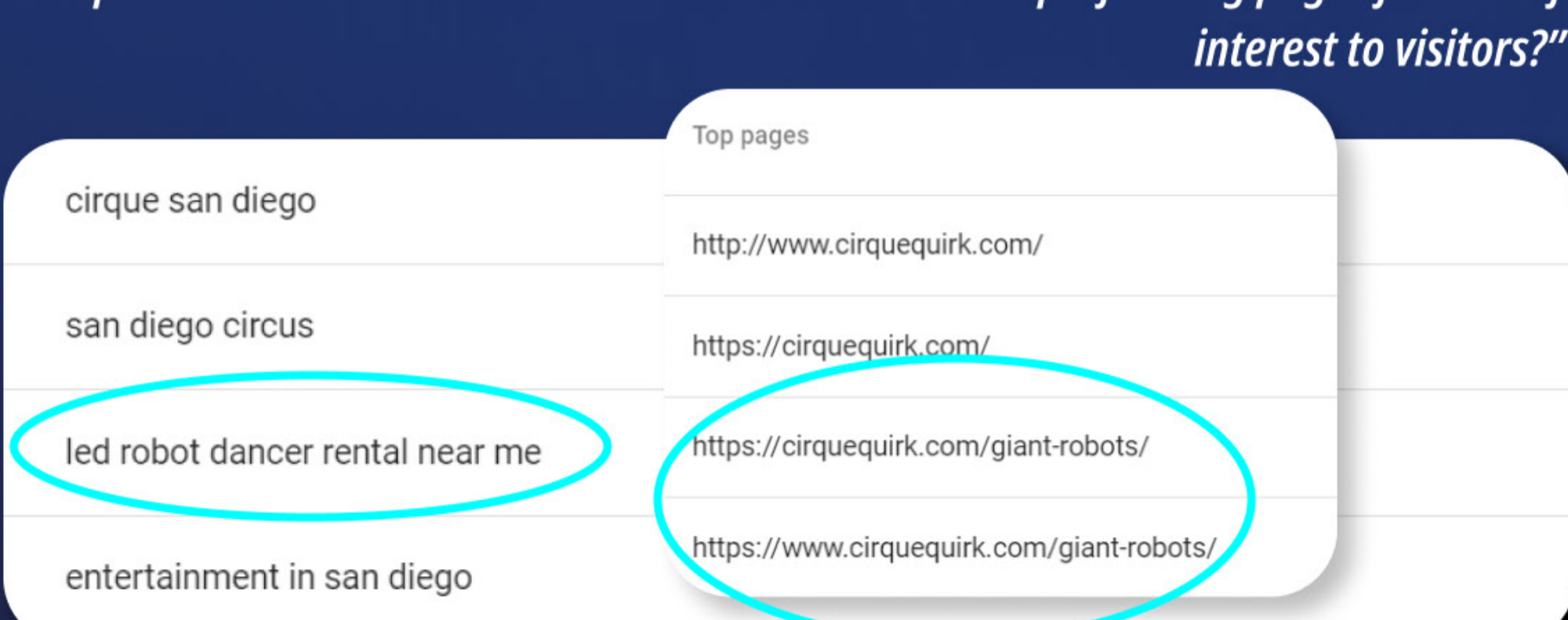
Using Google Analytics, I researched page views, navigation paths, and average time on each page to discover which pages visitors were most interested in. I looked for any pages that could be better optimized for generating leads.



### 2. Correlating Performance with Interest

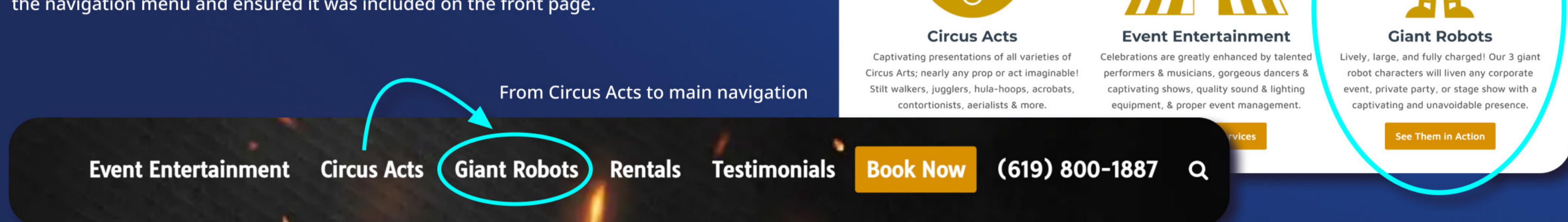
Used Google Search Console, to identify the most popular keywords visitors were searching for to identify a correlation to page performance. I also looked for any keywords that we didn't currently have a page for.

"Is this page underperforming because it's not well positioned?" "Are the underperforming pages just not of interest to visitors?"



### 3. Updating Page Hierarchy

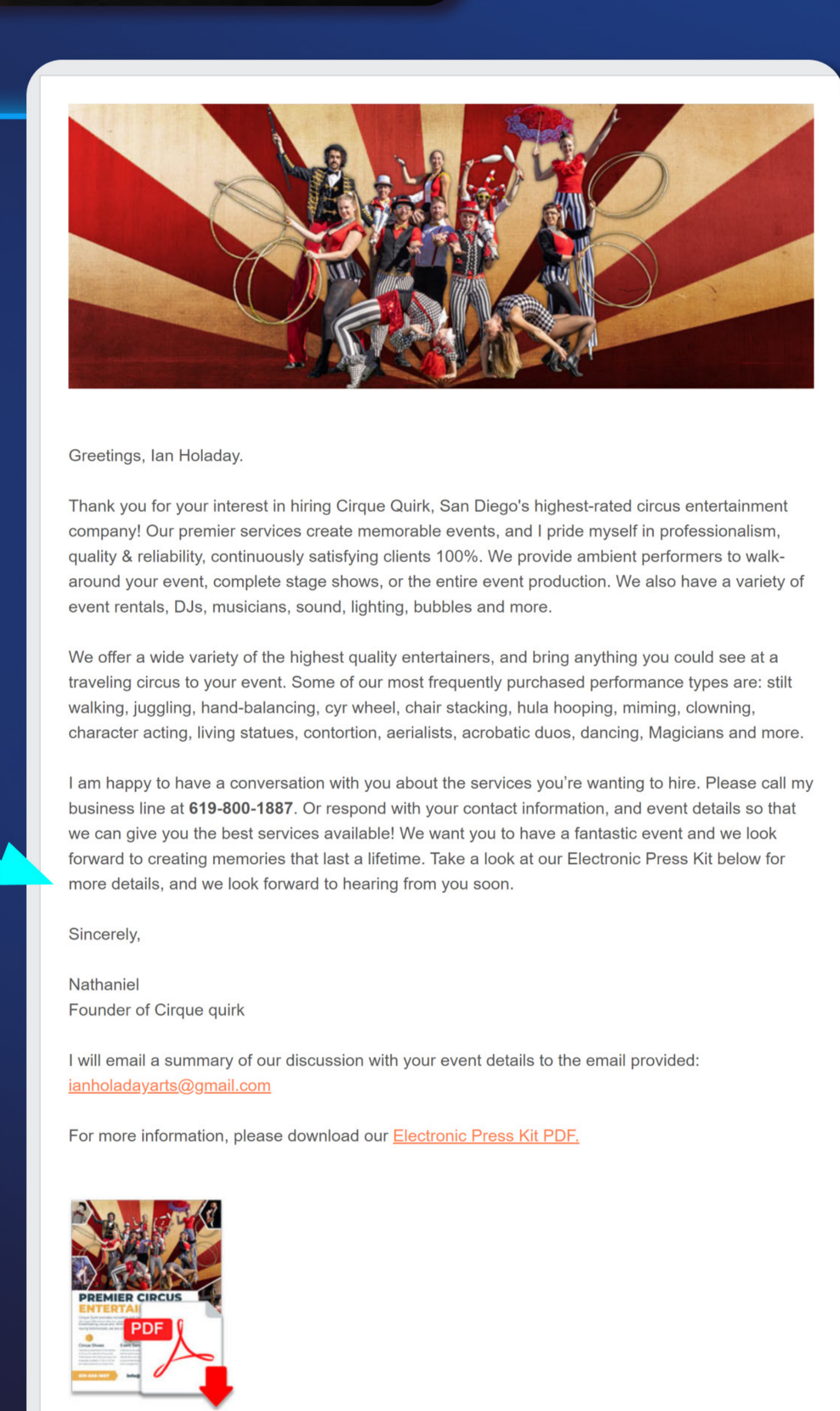
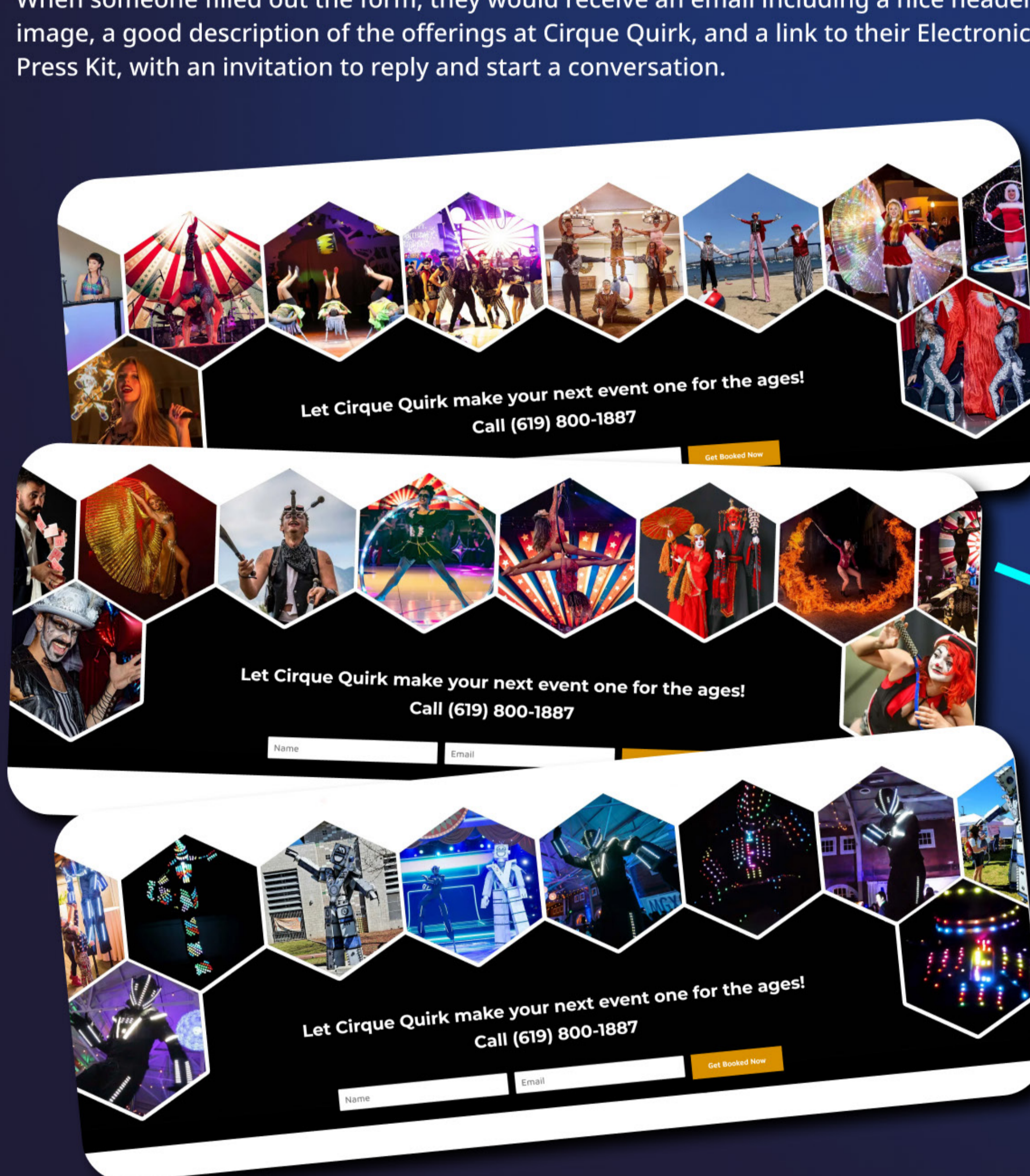
I identified "Giant Robots" as a page with high interest and low visibility. It was popular, with a low drop-off rate, but not well-positioned. It was only accessible by visiting the lower half of the Circus Acts subpage. Knowing it would lead to a contact, I added it to the navigation menu and ensured it was included on the front page.



### 4. Combining Lead Generation & Showcasing Talent

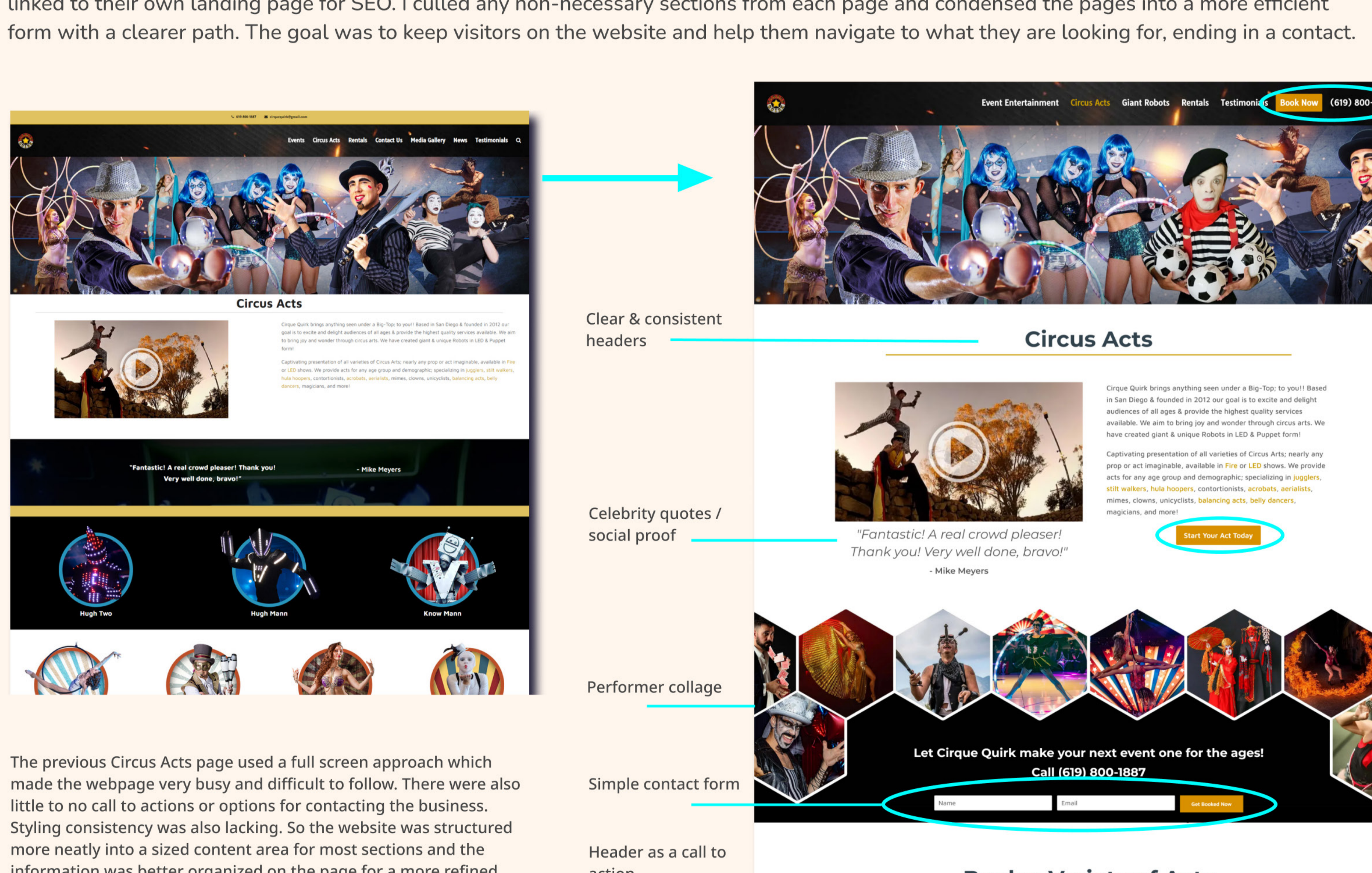
I then created a section on each of the 3 main sub-pages, Circus Acts, Event Entertainment, and Giant Robots, that included a simple contact form, and a collage of photographs that correlated with that page's content.

When someone filled out the form, they would receive an email including a nice header image, a good description of the offerings at Cirque Quirk, and a link to their Electronic Press Kit, with an invitation to reply and start a conversation.

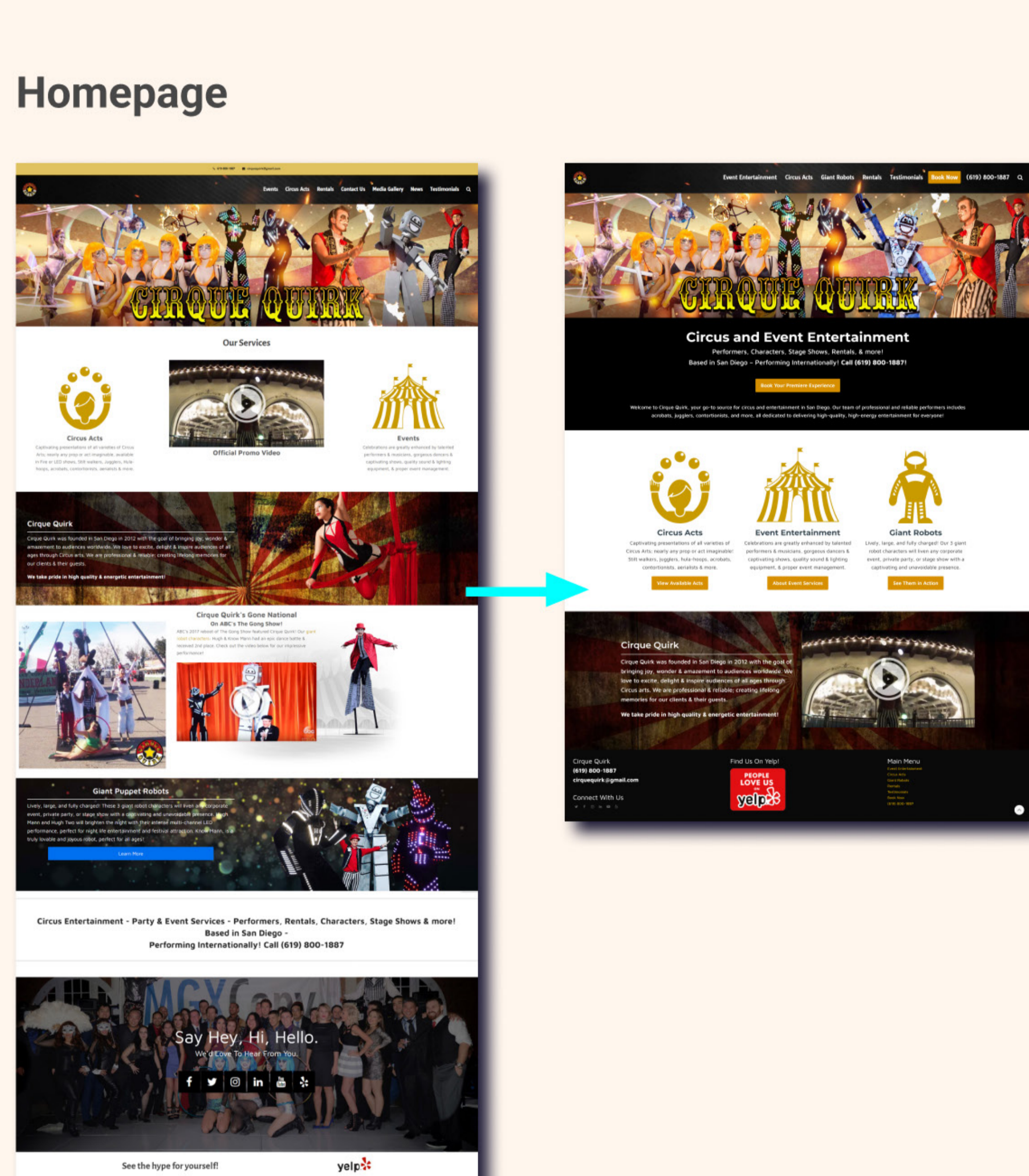


## PAGE OPTIMIZATION

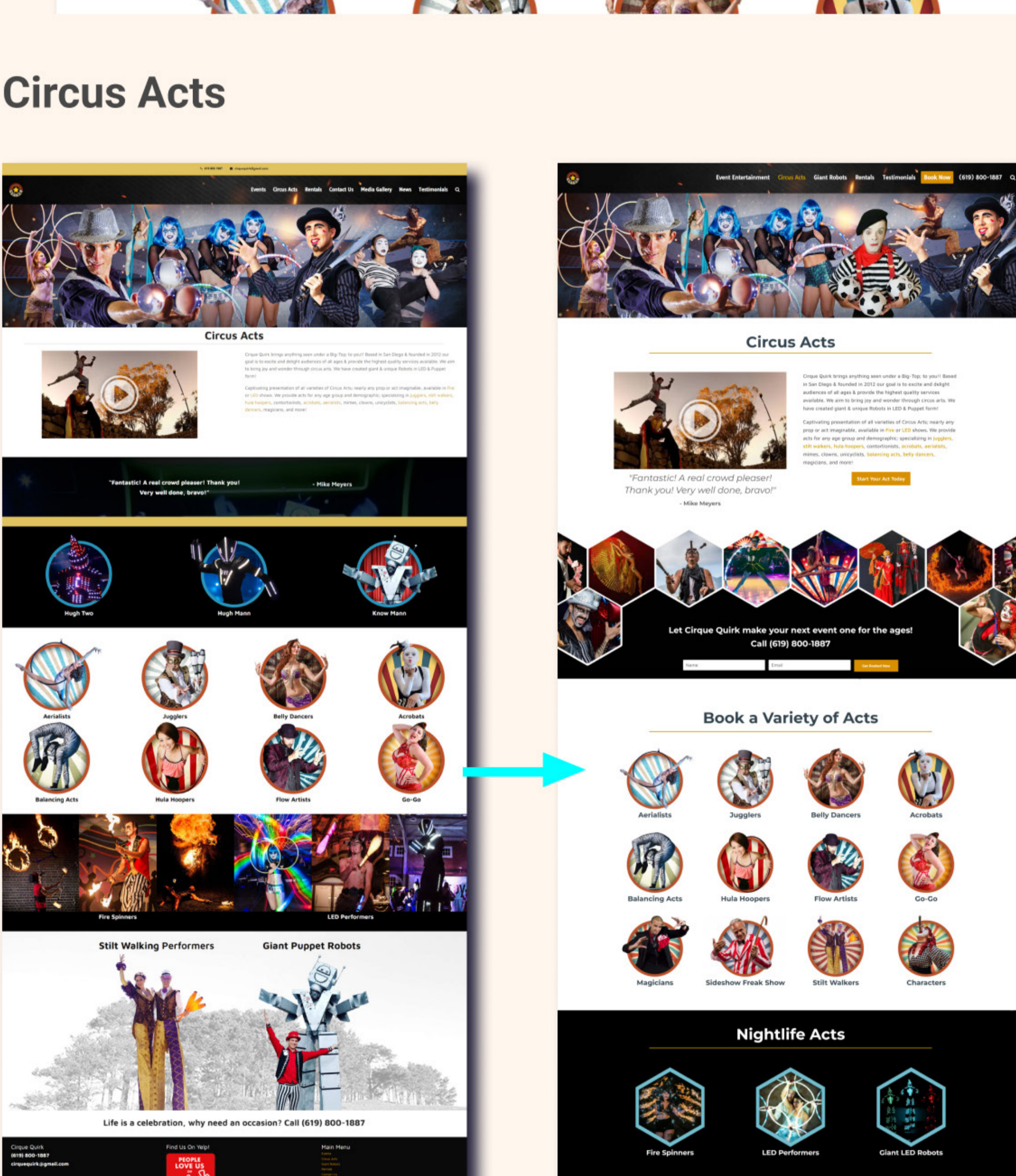
After the initial research of page performance, keyword search queries, and page speed insights, I added new content to each subpage that linked to their own landing page for SEO. I culled any non-necessary sections from each page and condensed the pages into a more efficient form with a clearer path. The goal was to keep visitors on the website and help them navigate to what they are looking for, ending in a contact.



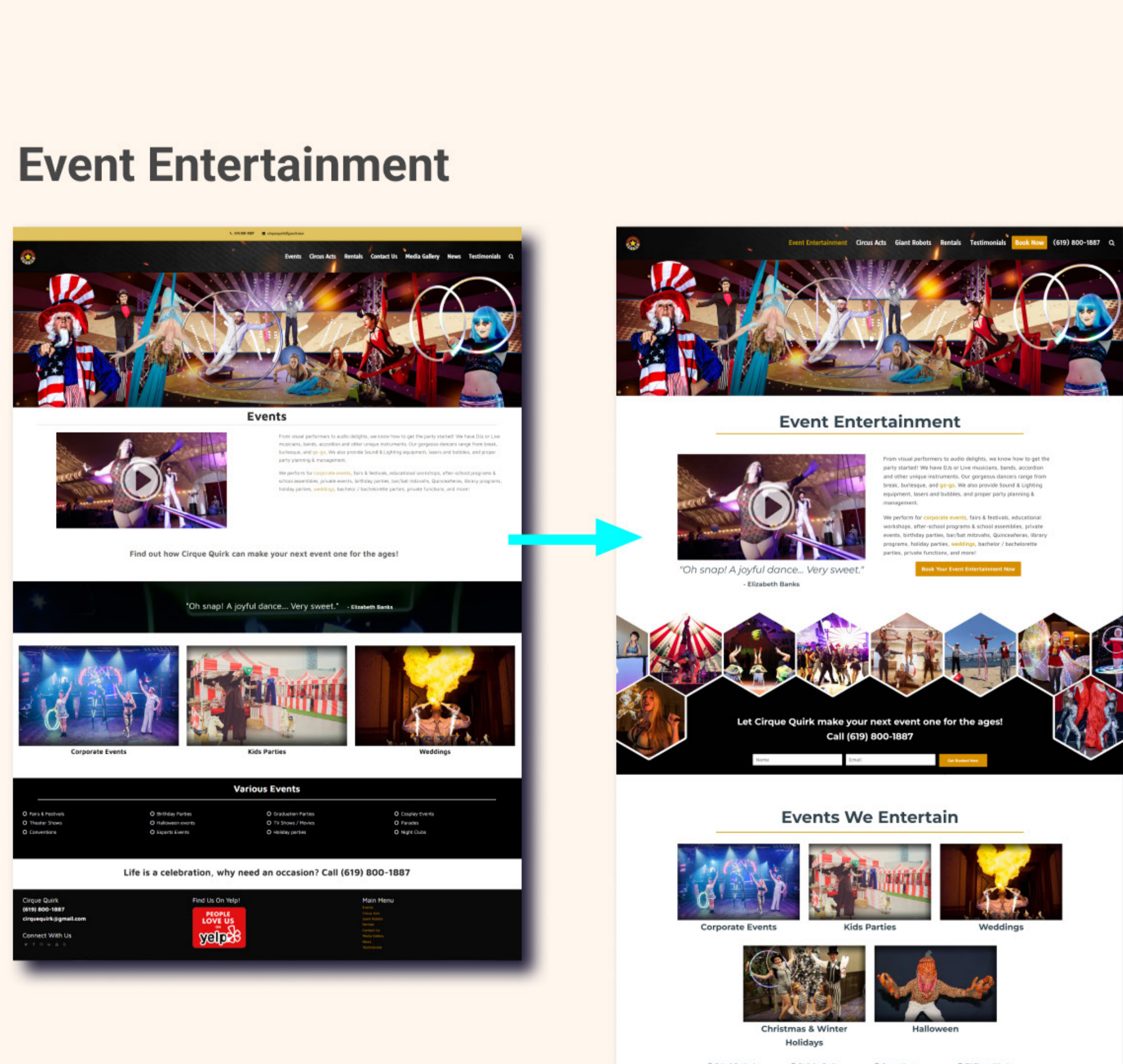
### Homepage



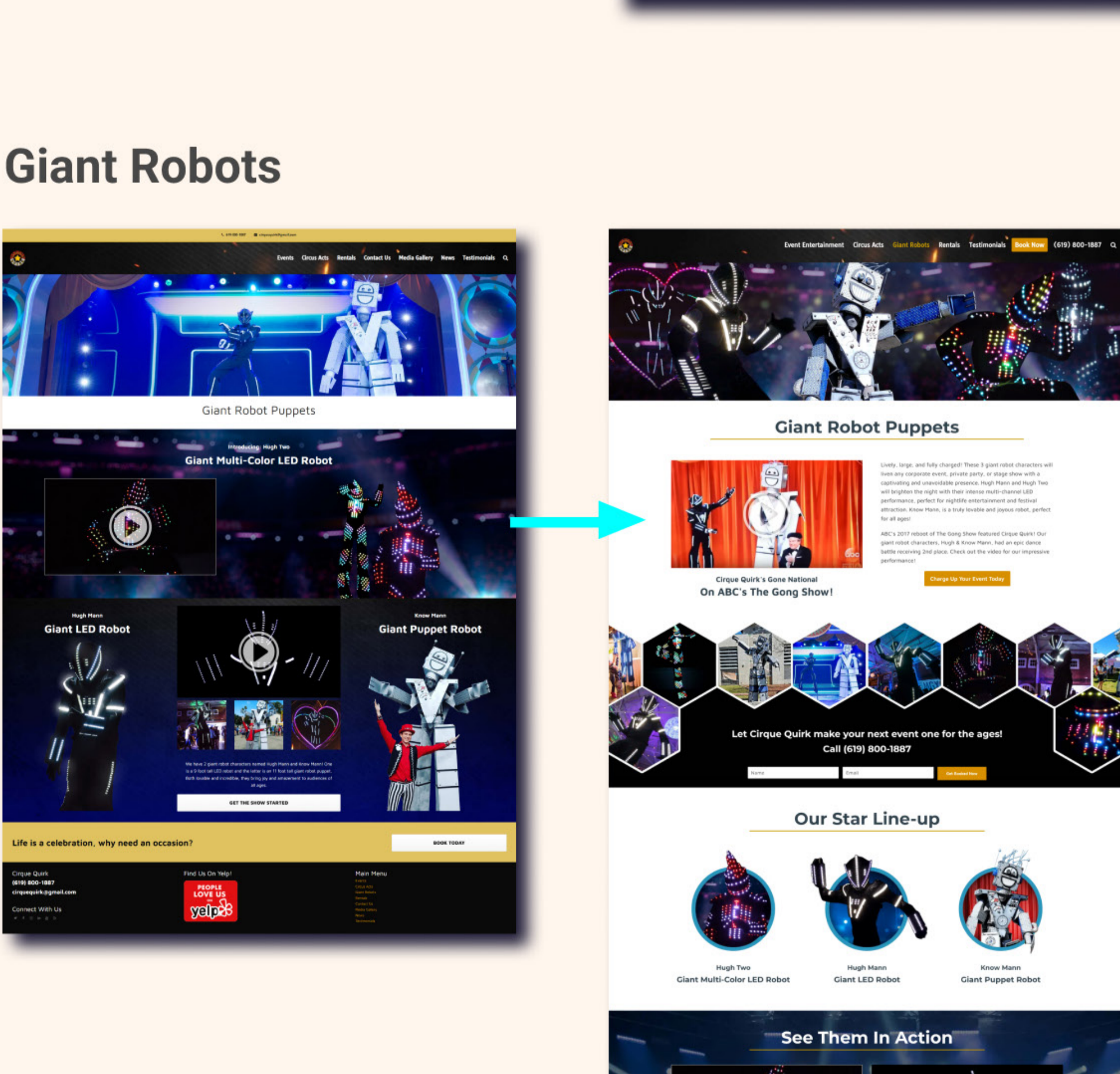
### Circus Acts



### Event Entertainment



### Giant Robots



### 5. Final Loading Speed Results

