



**CBDMN.STORE - Website Redesign,
SEO Optimization, User Experience
Enhancement, E-commerce
Functionality, Payment Processing,
Marketing CRM Development**

CHALLENGE

CBDMN.STORE faced a critical juncture where their digital presence was failing to support their ambitious business goals.

The website was not just outdated; it was a significant barrier to growth, with a design that turned away users and a lack of visibility that rendered them virtually invisible in a competitive market.

The slow load times and convoluted navigation compounded the problem, resulting in high cart abandonment rates and low conversion figures.

Additionally, the website lacked robust e-commerce functionality, efficient payment processing systems, and an integrated marketing CRM to manage customer relationships and marketing campaigns.

Immediate and transformative action was necessary to rejuvenate the brand's online identity, drive business growth, and build a solid foundation for e-commerce operations.



APPROACH

Gas Up Media executed a powerful and comprehensive strategy to address these challenges. An overarching strategic approach was introduced, focusing on SEO, e-commerce functionality, and performance enhancement. They began with an in-depth analysis to identify key areas for improvement and collaborated closely with CBDMN.STORE to understand their target audience and business objectives. Leveraging this information, Gas Up Media developed a modern, visually appealing, and user-friendly website that aligned with CBDMN.STORE's brand identity. The redesign improved navigation, structure, and overall user experience.



The tailored SEO plan involved extensive keyword research and optimization of the website's structure, meta tags, and content to improve search engine rankings and drive organic traffic. High-quality content was created to resonate with the target audience and integrated with targeted keywords. For e-commerce functionality, Gas Up Media rebuilt the entire system, ensuring seamless and secure shopping experiences, integrated efficient payment processing systems, and developed a sophisticated marketing CRM to manage customer relationships and automate marketing campaigns. Performance enhancements included optimizing website load speed, ensuring responsiveness across all devices, and simplifying the checkout process to reduce cart abandonment rates.

DELIVERABLES

Gas Up Media delivered a visually appealing, modern, and user-friendly website with improved navigation and structure.

The website's structure, meta tags, and content were optimized based on extensive keyword research, and on-page and off-page SEO strategies were implemented to boost search engine rankings and drive organic traffic. High-quality, engaging content was created and integrated with targeted keywords.

The entire e-commerce functionality was rebuilt, including efficient payment processing systems to ensure smooth transactions. A sophisticated marketing CRM was developed to manage customer relationships and automate marketing campaigns.

Additionally, the website's load speed and responsiveness were optimized, and the checkout process was simplified to reduce cart abandonment rates and improve user experience.

RESULTS

The collaboration between Gas Up Media and CBDMN.STORE yielded remarkable results. CBDMN.STORE experienced double-digit growth in website traffic, surpassing their previous records.

The tailored SEO strategies led to a significant increase in both overall visitors and unique visitors, driving higher conversions and sales that significantly impacted CBDMN.STORE's bottom line.

The redesigned website and improved user experience resulted in increased visitor site times, indicating positive audience engagement.

By optimizing the website's load speed, navigation, and responsiveness, Gas Up Media effectively reduced the number of abandoned carts, maximizing CBDMN.STORE's revenue potential.



**GAS
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