CASE STUDY

On Website Development
Personal Branding of a CopyWriter

Techware Hut
THINK • FEEL • TECHNOLOGY

Business/Industry Domain

Professional copywriting and personalised branding for Public Relations and Corporate communications.

Business Summary/Context

The client has 20+years of experience as a veteran brand copywriter, crafting impactful narratives on fishing, marine conservation, coastal culture and recreational fishery management for businesses and outdoor brands. Despite having an outstanding portfolio of brand narratives, editorial features, website, email campaigns and published books, the client's website couldn't build its credibility. We have built a clear framework for the client to showcase the bold writing specimens and professional testimonials by increasing 5X scopes to drive high-converting leads. We also added a platform to generate qualified inquiries via a structured contact form that reflects professionalism, clarity, and trust.
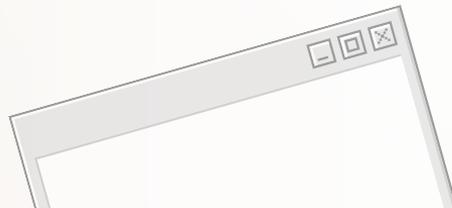
Challenges Faced in the Last 3 Months

Despite having a strong brand presence, the business lacked structural and digital gaps, frequently limiting business growth and client acquisition. Some of those pivotal problems covered:

- Lack of structured service segmentation caused a significant drop-in inquiry rate.

- Poor segmentation of copywriting, branding and PR management dropped the overall portfolio engagement rate.

- Poor brand narrative for personalised stories reduced overall business credibility within potential clients and audiences

- Lack of channelised lead funnelling increased the number of missing leads, ultimately affecting potential conversion scopes.

- Poor CTR in the absence of conversion focussed CTA's.

- Increase in bounce-rate due to non-responsive and unprofessional layout.

- Lack of a structured inquiry form reduced the potential scope of getting enquiries from potential clients.

- Prolonged delay in sales cycle due to the absence of a dedicated booking system for orchestrating inquiry-to-engagement workflow.

KPI Metrics:

Despite having a strong brand presence, the business lacked structural and digital gaps, frequently limiting business growth and client acquisition. Some of those pivotal problems covered:

- 20% reduction in inquiry rates

- Decrease in segment-specific client conversion rate by 15%

- Less than 7% reduction in form submission rate from inquirers

- Portfolio engagement rate across targeted business segments dropped by 25%

- Increase in bounce rate by 40%.

- Trust signals for personalised brand building remained underutilised by 70%

| 20% | 15% | 7% | 25% | 40% | 70% |

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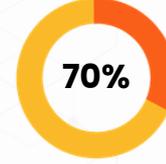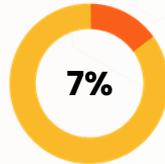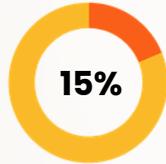
Our Solutions (For the Last 3 Months)

We conducted a thorough website audit to find out the potential loopholes and shortfalls by using data-based insights. Our web development team took time to research the targeted segments with a data-driven strategy, delivering the following measurable outcomes for the client's business.

What We Did?	KPI Metrics of the Last 3 Months
• Designed a clean, distraction free-web layout that aligns with the client's brand identity	• Decreased bounce rate by 50% with 7X faster loading time
• Re-structured the service section by segmenting it under clear categories with benefit-focused descriptions	• Ensured clarity in service pages by 30-35% to increase client engagement rate
• Applied the fundamentals of effective SEO practices	• Drove 25% organic growth within 90 days
• Re-created the portfolio section with strategically organised write-up samples	• Improved 40% increase in portfolio engagement rate across targeted clients
• Added an impressive 'About' section to increase brand credibility with a bold, scroll-stopping brand narrative story	• Increased trustworthiness from clients with a personalised brand story by 60%
• Implemented structured fields by adding a dynamic look and feel to the contact form	• Ensured 5X increase in contact form submission rate
• Re-positioned the client testimonial section by putting it close to the CTA sections	• Improved conversion rate from CTA by 35-40%
• Fine-tuned the website responsiveness for users accessing it from mobile and popular web browsers	• Reduced bounce rate from 40% to below 30% & increased mobile traffic retention rate by 50%
• Ensured secure SSL Certification and spam-protected contact form submission	• Ensured 100% secure contact form submission with zero spam losses

Our Tech-Stack Details

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- WordPress CMS (content management flexibility)
- PHP (server-side scripting)
- MySQL database
- HTML5, CSS3, JavaScript
- Responsive framework (Bootstrap-based layout)
- SEO plugins and performance optimisation tools
- SMTP-secured contact form integration
- SSL/TLS encryption

Measurable Results (In Last 3 Months)

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Achievement Unlocked	KPI Metrics for Last 3 Months
• Positioned the website for professional branding, copywriting, PR and corporate communications services	• 60% increase in brand perception score
• Rebuilt business credibility with transparent service clarity	• 30% increase in qualified inquiries
• Implemented on-page SEO to improve SERP ranks on Google	• 20-25% increase in organic traffic from SEO
• Streamlined inquiry flow	• Increased 50% chances of a higher lead conversion rate
• Improved trustworthiness via proven Client Testimonials and secure comms	• 60-65% increase in trust signals showcasing more trustworthiness from before
• Ensured mobile responsiveness	• Boosted mobile user retention rate by 80%
• Integrated scalable CMS platform	• Ensured 3X content expansion