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Piano Bench Landing Page Case Study

www.pianobench.com

By: Doug Schust (Ontario, Canada)

About WSI Consultant, Doug Schust:

As the number 1 WSI Consultant revenue earner for the second straight year, our vision is to develop a higher end client that we can grow with and maximize multiple revenue streams within their organizations.

About the Client, Piano Bench:

The client is the manufacturer and wanted to build an e-commerce site to sell their products online. They offer the finest accessories intended to showcase your piano, making it the centerpiece of your home or music hall. Their selection features piano benches, music cabinets, music stands, custom piano covers, cushions, pillows and tapestries. They also carry a full line of piano dollies (mobileers), standard size piano covers, and instrument care products.

Summary of Project:

This was a mentor/protégé project. Doug Schust was brought in by IC named Stan Porter to help work on the original design and change it to a more conversion type of strategy while using landing pages.

Objectives:

The objective of this project was to create an e-commerce site for Piano Bench. The goal was to increase sales through conversion and then increase the targeted traffic, which was accomplished.

The Solution:

For this project, Doug and Stan used the VMG platform and built the site using Doug's solution center. The ROI on this deal for them was pretty good. They reworked the original design because of the poor conversion rate that it previously had.



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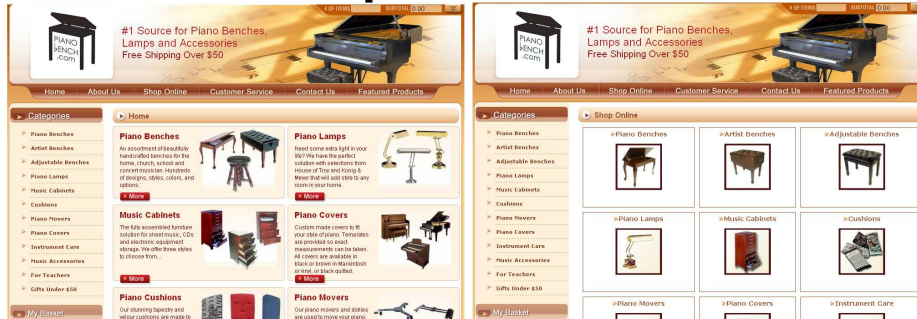
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Screenshot Images:

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Home page

Interior page

Results:

Doug and Stan changed the client's conversion from 1.73% to 4.7%. Once they got a customer in the sales funnel, they closed the deal 76.3% of time. When the micro site/landing page was launched, the client loved the benchmarking, landing page design and so we switched the entire site over.

Conclusion:

This project, among others, just proves our benchmarking (research strategies) really do pay dividends as the client continues to spend once they saw the results from a properly designed landing page and how we take customers down a path to purchase.